

3DMP

Creating rich 3D content with 3DVIA Composer



3dmp
Marketing & Production

Overview

■ Challenge

3DMP needed to provide customers with realistic 3D and interactive content in their marketing deliverables.

■ Solution

3DMP uses 3DVIA Composer to create content for interactive as well as paper-based documentation.

■ Benefits

Thanks to the link between 3DVIA Composer and CATIA, designers have reduced by 90% the time it takes to transfer complex models from CATIA to 3DVIA Composer.

Experts in 3D digital communication tools

France's 3DMP (3D Marketing and Production) is a recently formed company specializing in multimedia and audiovisual tools. Part of Master Image, specialists in corporate branding and creators of documentaries, publicity for television, and corporate films, 3DMP provides services to marketing and communication teams of companies that need expertise in 3D digital imaging and animations. 3DMP Clients include aeronautic giants such as Airbus, Snecma (SAFRAN Group) and CFM*.

"For many years, companies based their communication strategy around the company itself rather than its products, and demand for the traditional corporate film and branding was *"de rigueur"* or the standard," said Jean Marcel Heudier, CEO, 3DMP. However Due to the trend toward product-focused communication, demand for solutions to realistic 3D representations of these products has grown."

3DMP's goal is to depict a customer's product as realistically as possible in terms of graphics, esthetics and content. "Our added value lies in being able to provide our customers with presentations or animations that imitate the actual product with surprising realism thanks to 3D digital representations," said Heudier. "The challenge lies in being as close to the actual product as possible."

Working with very large models

To address this challenge, 3DMP uses 3DVIA Composer from Dassault Systèmes to create content for its customers' interactive as well as paper-based product documentation. 3D content is directly derived from the 3D model of the product. Before adopting 3DVIA Composer, 3DMP designers tried using other solutions but ran into problems when they wanted to develop additional features, something the other solutions did not allow. "We like 3DVIA Composer because of its authoring tools and the development support we receive from Dassault Systèmes," said Heudier.



"Projects, even the most complex, can be handled by just one person with 3DVIA Composer, which means with our existing resources, we can take on more projects than before."

Jean Marcel Heudier,
CEO, 3DMP



In addition to a customer's marketing department, 3DMP often works directly with the design office to obtain the 3D CATIA models and to transfer them to 3DVIA Composer. "We then optimize what is sometimes a very large and complex model and create the appropriate 3D content and can even render this content interactive," said Heudier. "Thanks to 3DVIA Composer, we can work with an entire airplane engine, for example, and don't need to ask the design office to break down the model for us beforehand. Product designers can concentrate on doing their job and not preparing content for documentation."

90% reduction in data transfer time

The first benefit 3DMP derives from 3DVIA Composer is the ease with which designers can incorporate 3D data into 3DVIA Composer. "We have reduced by up to 90% the time it takes to transfer heavy models to 3DVIA Composer," said Heudier.

3DMP designers can obtain content at any point during a product's conception instead of waiting until the design is complete. "We can choose a different view of the product as its design progresses and incorporate this content in our documentation," said Heudier. "And 3DVIA Composer's ability to create content in most data formats available on the market, such as BMP, JPG, PNG, and TIF, avoids data transfer errors and loss of time."

Another advantage is the easy-to-use

3DVIA Composer Player Pro, which enables 3DMP designers to create robust and highly customized 3D interactive applications wherever ActiveX is used. Within these dynamic applications, content can also be manipulated in real-time during live presentations.

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*CFM International, a Joint company of Snecma (SAFRAN Group) and General Electric.



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