3DMP

Creating rich 3D content with SolidWorks Composer

With SolidWorks Composer, one person can handle even the most complex project with existing resources.

3DMP (3D Marketing & Production) is a recently formed company in France that specializes 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 International.*

"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," says Jean Marcel Heudier, CEO of 3DMP. "However, due to the trend toward product-focused communication, the demand for solutions to realistic 3D representations of these products has grown."

3DMP aims to depict a customer's product as realistically as possible in terms of graphics, aesthetics, 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," explains 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 SolidWorks® Composer 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 SolidWorks 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 SolidWorks Composer because of its authoring tools and the development support we receive from Dassault Systèmes SolidWorks Corporation," says Heudier.

Challenge:
Provide customers with realistic 3D and interactive content in marketing deliverables.

Solution:
Implement SolidWorks Composer to create content for interactive as well as paper-based documentation.

Results:
- Reduced by 90 percent the time it takes to transfer complex models to SolidWorks Composer.

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In addition to the customer's marketing department, 3DMP often works directly with the design office to obtain the 3D models and transfer them to SolidWorks Composer. "Then we optimize what is sometimes a very large and complex model and create the appropriate 3D content. We can even render this content interactive," explains Heudier. "Thanks to SolidWorks 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 on preparing content for documentation."

Reducing data transfer time by 90 percent

The first benefit 3DMP derives from SolidWorks Composer is the ease with which designers can incorporate 3D data into SolidWorks Composer. "We have reduced by up to 90 percent the time it takes to transfer heavy models to SolidWorks Composer," says 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," adds Heudier. "And the ability of SolidWorks Composer to create content in most data formats available on the market, such as BMP, JPG, PNG, and TIFF, avoids data transfer errors and loss of time." Another advantage is the easy-to-use SolidWorks 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.

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

*CFM International, a joint company of Snecma (Safran Group) and General Electric

> *"WE CAN CHOOSE A DIFFERENT VIEW OF THE PRODUCT AS ITS DESIGN PROGRESSES AND INCORPORATE THIS CONTENT IN OUR DOCUMENTATION."*
>
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