



PROJECT | 3D Product Animation

CLIENT | MCR Group

Esidock is a revolutionary lorry docking system provided by our client, MCR Engineering.

PROJECT HISTORY

Esidock provides an unbroken cold chain with a secure environmental seal between docked vehicle and the loading dock. Esidock has many complex features that are difficult to communicate remotely including retractable dock bumpers to allow for unrestricted access into the docked vehicle.

MCR were keen to find a company that could visually communicate the complexities of this service and provide a clear and concise visual representation of the product in operation.

OUR APPROACH

We produced an engaging high definition video which displayed the benefits of Esidock to other products in the market. The video used state-of-the-art motion capture technology to create realistic movement (especially of the lorry driver) so that the viewer was not distracted from the key product messages.

The video is a key feature of MCR Engineering’s website and is also used as a sales aid for presentations to potential customers.

WHAT THE CLIENT SAID

“CADS were just what we were looking for; a creative and competent team of designers who communicated the benefits of our product perfectly.”

Managing Director

MCR Group

