

Case Study
Green-Tech 3D Product
Demo Animation



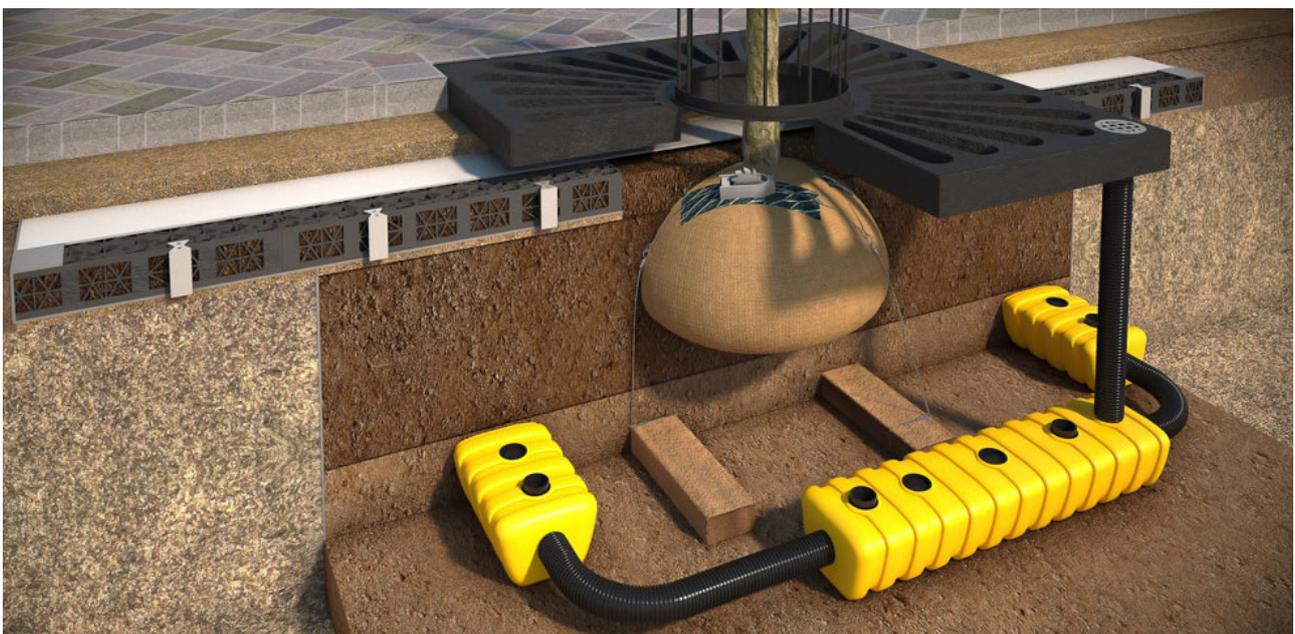
Services Employed:

3D animation and visuals

Communicating a complex message with 3D visualisation

Green-Tech's Mona Plantsava™ is a revolutionary irrigation system used in a variety of internal and external planting applications and landscaping projects. In 2013 following the earlier production of static brochure visuals, Green-Tech commissioned [CADS 3D Studio](#) to create a step by step video of the Plantsava™ irrigation system.

The 3D animation needed to communicate a complex message that covered both the installation process and demonstrated how the system works underground. By using cutting edge 3D visualisation technology, CADS 3D Studio was able to create a realistic animation that communicated the products features and benefits and was more cost effective and less time consuming than alternative options such as photography and studio set ups.



Marketing materials from 3D visualisation

Green-Tech benefited in cost and time savings from being able to update the videos for new scenarios and product updates. They have also been able to take very high quality static and moving images for use across a range of marketing materials including, brochures, websites and even exhibition stands.

What the client said

"We are delighted with the 3d visuals and animations that the CADS 3d team have created for us to demonstrate our Mona Plantsava™ irrigation system.

We have uploaded the animation to our website for viewers to watch, getting a very clear understanding of how our system works. The CADS 3D team quickly understood what we wanted to communicate and we loved the ideas they proposed to us. The animation has meant we can clearly communicate a few challenging messages to potential customers and update these cost effectively if situations change.

The added benefit of using still images from the video for various marketing materials such as brochures and exhibitions stands has meant we have got significant value from our initial investment"

Barry Browne

Technical Development Manager,
Greentech.

If you'd like to discover more about CADS 3D Visualisation Services, please contact Guy Moates on 01493 412806 or email sales@cadesignservices.co.uk

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