

DELIVERED 3D PRODUCT ANIMATION SERVICES TO A COMMERCIAL SEATING COMPANY



Customer Requirements

Flatworld Solutions was approached by a leading designer, manufacturer and wholesaler of commercial ergonomic seating based out of New Zealand and Australia. Although the client had a highly successful business model, over the last few years some of its competitors had gained more strategic momentum owing to the usage of advanced 3D software.

Flatworld, having one of the most reliable, efficient team in this arena, was consulted for creating 3D animations of the ergonomic commercial seating, which would provide minute details of the various seating functionalities as well as their designs.

Project Challenges

During the course of the project, our design engineers encountered quite a few challenges. Not only did they have to create accurate virtual models of the seating which had to resemble their physical counterparts, but also had to enhance their ergonomic features based on people's sitting patterns and movement throughout the day.

Since each seating design was associated with a variety of attributes such as functional aspects, advantages etc., our animation designers had to be extra careful and showcase the attributes associated with each design with extreme accuracy.

Flatworld's Insightful and Customized Approach

Upon studying, reviewing and analyzing the requirements as provided by the client, our expert product animation team decided upon the following approach to tackle the project -

- + **Formation of a highly dedicated special team:** A team consisting of expert 3D animators was formed, headed by an experienced project manager. This ensured that all work was completed in a systematic manner and accurate 3D models were generated.
- + **State-of-the-art equipment:** Flatworld has always believed in leveraging the best in the technology for a final, high-quality output. For this project, not only did we employ our in-house resources to the fullest, but also equipped ourselves with latest technologies, as and when it was required.
- + **Detailed procedure:** All material properties relevant to seating were applied and the camera lighting angles were set to perfection to provide customized results for the client.
- + **Rigorous testing:** Client satisfaction is of primary importance to us. Hence, we conducted a variety of QA checks on the final draft to find out flaws. The result was accurate, and high quality 3D product animation files were sent to the client for review and feedback.
- + **Catering to the client's need:** We at Flatworld believe in pushing the boundaries regularly. This, along with our unswerving dedication, has been the foundation for building lasting relationships with our clients. In this case also, we came up with out-of-the-box methods to provide the client with innovative and cost-effective solutions.

Project Outcome

Our professionalism and dedication to the project ensured complete client satisfaction. They were able to achieve a higher brand value and strategic positioning in the market owing to our immaculate 3D animations, which in turn resulted in improved consumer interactions and conversion rates. The client saw a whopping 50% increase in sales as a direct result.

Overall, the project was immensely successful as by outsourcing 3D product animation to Flatworld Solutions, the client could focus on a calculated advertising strategy, thereby leading to 60% savings in advertising and other promotional expenses.

Partner with Flatworld Solutions for 3D Product Animations

Flatworld's 3D product animations allow you to engage and communicate with customers at a whole new level, surpassing standard video demonstrations as used by most businesses. At the same time, they are [cost-effective](#) and less time consuming, ensuring you never have to suffer through variable production costs and shooting delays.

[Reach out](#) to us now for highly effective [mechanical services](#) and reap the benefits of outsourcing.