



IronCAD - The Fastest and Easiest Way to 3D

Light Art Vision is creating photo-realistic product design concepts for their clients with IRONCAD



Innovative ideas often lack the realistic representation required to market a product. Thoughts are outlined, discussed and presented on napkins and coasters. However, the "look and feel" of the product is often the decisive factor for success.

Basic product concept studies are demanding and expensive. Even the search for the most suitable and ergonomic form requires not only a large measure of artistic creativity, but also an enormous technical understanding for the overall functionality as well as an array of experience in productability and technical actualization.

This niche is the specialty of Light Art Vision. In the manner in which a painter applies the colors to paper to create a picture from his mind, Martin Heine and his team are able to extract a marketable product with the the right combination of art and engineering.

"In this case, IronCAD is the bridge between artistic doing and technical engineering", explains Mr. Heine. With IronCAD we can present our clients, occasionally even in-house, with a photo realistic product concept of their ideas in a very short time frame. This not only enormously reduces costs, but also considerably simplifies the product development process."

"IronCAD's great number of integrated import and export filters, along with its dual kernel technology, make it possible for us to offer our clients all requested CAD data for further development and production. This enables us to save our clients a great deal of time and money."

"A prime example is the least cost router (LCR) DUKE2000 for the client TeleBridge, a telephone service provider. Three separate design concepts and the final art work for the chosen package design needed only one working day to complete. The tooling company in China, Beifeng, was then able to create the plastic injection mold of the 3D geometry in no time."

In the same manner, Light Art Vision also obtains advertising from the 3D models created in IronCAD. Photo-realistic images for product catalogues and brochures, animations for video presentations on CD ROM and 3D models for the internet homepage are often concurrent to, or already created, before finishing the first real products.



IRONCAD

"IronCAD's animation capabilities let me generate animations in TV quality and give me the option to save my 3D models in internet VRML format, so that I'm not only able to generate product concepts, but also to build a complete homepage for our client's products."

"While creating the concept of the Palstar antenna tuner AT4K, we created a virtual product that provided the client with the possibility to test the market acceptance via presentation on the homepage before the product was produced in great numbers. Today the Palstar AT4K is a best-selling product."

With the aid of IronCAD, Light Art Vision owns a universally usable construction and design tool which extremely simplifies the internal product development of the prospective client. IronCAD allows for quick reaction to the needs of the consumer and this is imperative with the continuously shorter product development cycles needed to be and remain successful.



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