

News

For immediate release

5MetaCom expands creative capabilities with photo realistic 3-D illustrations

New service gives clients more control and flexibility over images

CARMEL, Ind.— Companies that make scientific and technical products have a new option when they need precision images as real as a photograph but with greater control and flexibility.

5MetaCom has brought the technology to produce photo realistic 3-D illustrations to the central Indiana market.

“With 3-D illustration, it’s almost like you can pick up and hold a product—without actually picking it up,” says 5MetaCom CEO Chris Wirthwein. “Although we use it in different ways, it’s the same software they use to make blockbuster movies like Iron Man and Kung-Fu Panda.”

With the software, 5MetaCom can create realistic 3-D images of products, processes and parts—everything from door handles and jet engines to artificial joints and skyscrapers. It can create cut-away views, exploded/expanded views and 360-degree views as well. With a few strokes of the keyboard, 5MetaCom art directors can change a product’s color, shading, lighting, finish or viewpoint, all of which can reduce or eliminate the need for costly and time-consuming photography.

“We expect this technology to be especially helpful to our scientific and technical audience. We often work with intricate and complex products, and sometimes that’s challenging to show through photography,” Wirthwein says.

He notes, however, that 3-D illustration isn't right for every product or situation. Photography remains the best option in many cases. But when precision, internal functioning or image flexibility rank as a high priority, 3-D illustration provides an effective and affordable option.

3-D illustration remains a rare and highly specialized skill. "Very few agencies offer an in-house service like this, especially in the Midwest," Wirthwein said. "But it really fit with our audience and our mission as a full-service marketing agency."

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