

VarnaTech

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- KeyShot is used early to visualize early phase concepts quicker and easier.
- In the final phases of a project KeyShot is used to produce assets needed for marketing and sales collateral months before the product is tooled or in production.



Related Fluid Power

- KeyShot provides an accurate render of a Solid Edge assembly, giving clients more detailed visuals of their products before they reach the manufacturing stage.
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Great Plains Industries

- KeyShot used to create all the product variation shots for printed collateral and website graphics.
- Uses KS to help develop training materials such as animation and 360° interactive views.
- Saves time and money compared to traditional product photography.



Rocky Mountain Bicycles

- KeyShot allows for higher quality internal and external documentation.
- KS gives the ability to include renders in sales sheets before physical models are ready to photograph. This gives their global network of dealers a better idea of what to expect.



Motorola Mobility

- KeyShot saves time it would normally take for prototypes and photographs, adds flexibility and leads to a faster workflow.
- KS used in two processes: product development and product communication for marketing purposes.
- Industrial design team uses KS as a quick tool for surface visualization and conceptual development.
- Use renders over product photographs due to flexibility for later use (edits/overall scene controls).



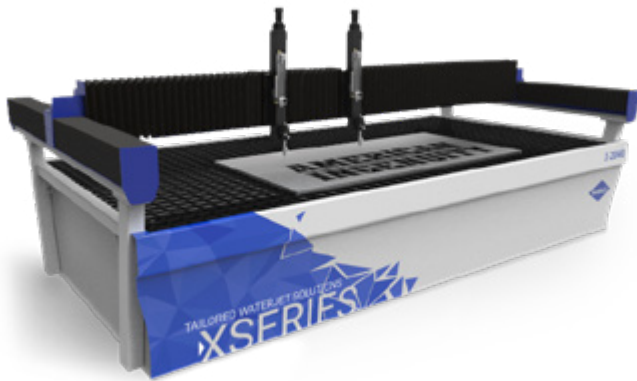
Legrand

- KeyShot used in marketing portion of the process. Create full color images for marketing collateral and advertising.
- KS used for design review process and external reviews.
- Immediate budget savings due to eliminating photo shoots for new product visuals.
- Ability to create images without having an actual finished product allows them to get to market more quickly.
- “KeyShot is an easy to use rendering tool with endless possibilities for design, marketing and sales within your company. It saves time and money in the cycle to market.”



Peloton

- Use KS all through design process from concept to CMF & studio to marketing visuals.
- Budget savings by eliminating the need for prototypes (up to \$5,000 per model) and the time it takes to receive prototypes (several weeks).
- Having the ability to iterate on screen and evaluate hundreds of options in a matter of hours is priceless.



Virco

- KeyShot allows Virco to do things logistically and financially that they would not be able to do with traditional photography.
- KS allows Virco to begin the process of developing marketing materials while tooling which gives the sales team a head start before the product is launched.
- “It would be hard to put a monetary value on the savings compared to traditional photography which requires efforts from a variety of departments just to get one product shot”



Ward Jet

- KeyShot is most versatile tool in the marketing toolbox, the main visual communication tool.
- KS has been instrumental in allowing up-to-date product visuals that would otherwise be impossible.
- Use KS for product development, tradeshow visualization, motion studies, interactive web animations, product turntables and product configurators.

Brookstone

- KeyShot is used throughout the design process. For example, KeyShot is used to create packaging images if samples are not available to photograph. KeyShot is also used to create marketing animations. KS used for design review process and external reviews.
- KS has helped Brookstone reduce development time and eliminate some of the need for samples.
- KS has helped improve the quality of products because Brookstone can see what finishes/materials will work before prototyping.

Lenovo

- **Challenges:**

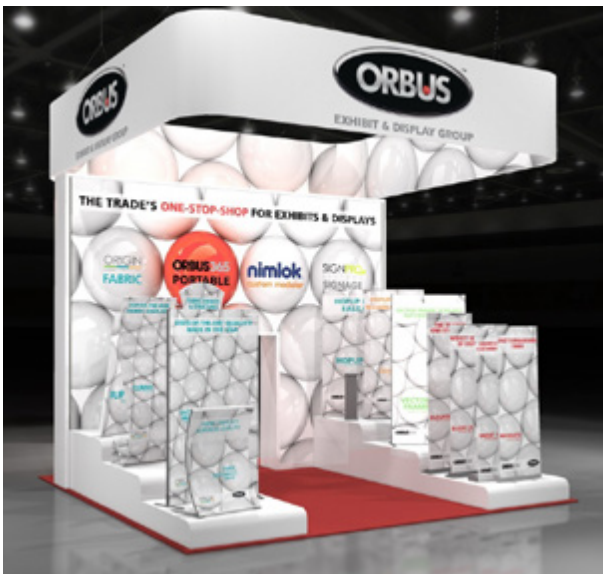
- Meet needs of fast-paced design environment.
- Communicate with design and manufacturing around the world.
- Improve on the design process to catch issues early.

- **Solution:**

- Create quick KeyShot renders to convey form and finish.
- Use KeyShot to illustrate color, finish and material for manufacturing.
- Use materials in KeyShot to check surfacing and finish.

- **Results:**

- Visuals shown sooner and decisions made faster.
- Efficiency gained by communicating material more effectively.
- Catch issues early to eliminate rework downstream.



Orbus Exhibit & Display Group

- “Orbus has an enormous challenge—creating product shots of nearly 2,700 off-the-shelf exhibit and display products. Instead of the time and expense of photographing all the products using traditional photography, the company utilizes KeyShot to efficiently create multiple views—top, left, right and overhead, and soon 360 degree—to visually and clearly articulate the display products available for purchase.”

Greaves Best Design

- “The introduction of KeyShot within our workflow completely changed the way we develop our products. In the past to check the details of a design we either had to wait days for high quality renderings or use lots of expensive cosmetic prototypes, just to experiment with color and finish. Now all this can all be done incredibly quickly in KeyShot. The software helps sell ideas to our clients and gets decisions made faster and with less expense, reducing lead times for product development, and ultimately creating better products.”





Wilson Sporting Goods

- **Faster Product Design Decision Making:**

“With KeyShot, our creative team can align with marketing and R&D (Research & Development) to review new products in a virtual world. Product decisions can be made on screen to reduce the amount of samples required by our vendors. This eliminates the need for multiple samples being shipped overseas, which ultimately lowers costs and speeds up product development timelines.”

- **Reduction in Product Photography:**

“Our Wilson Staff premium line of golf clubs is now entirely made through KeyShot. In KeyShot we are able to dictate art direction, lighting and composition of imagery for our global premium line. We have created hundreds of visual assets that are used in multiple creative avenues. This approach alone has reduced studio photography time, heavy re-touching fees and overseas product sample shipping costs.”

- **More Creative Assets:**

“Since we have offered KeyShot in our group, we have been building more unique and innovative creative assets. These assets are used through multiple creative channels such as interactive 360 VR videos, product videos/commercials and in-store environmental design solutions.”