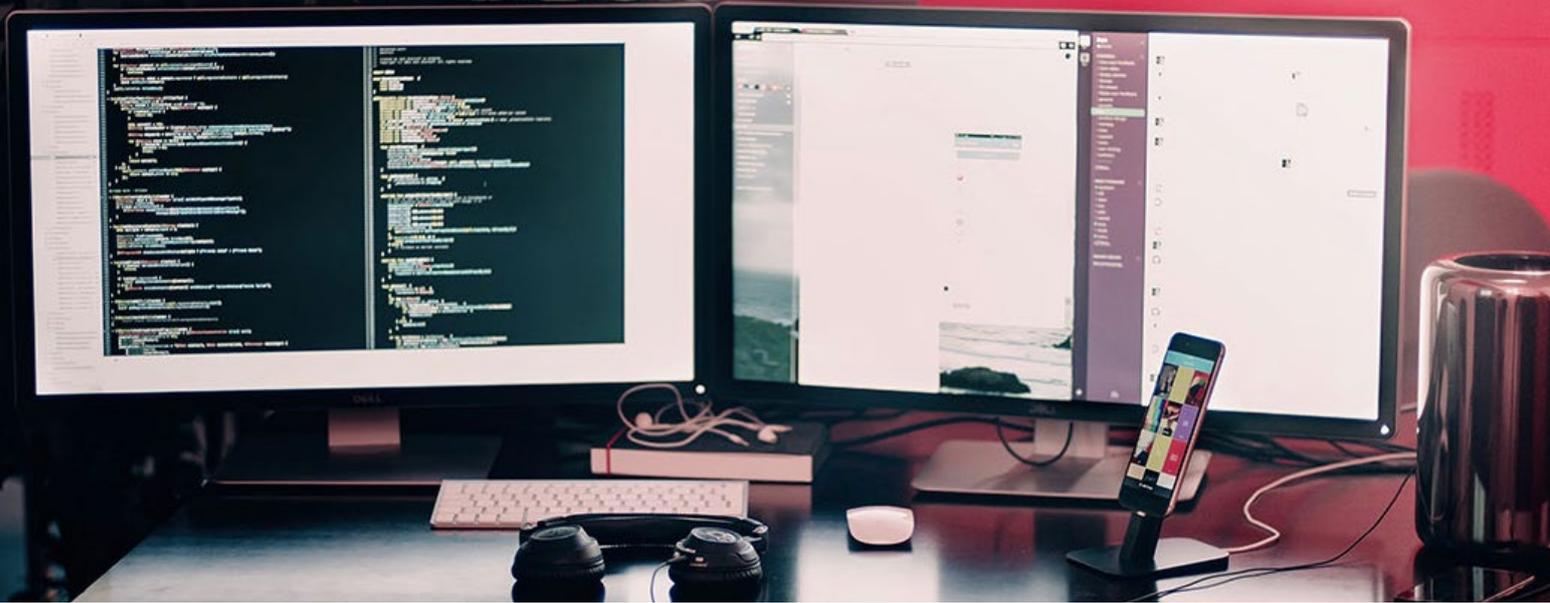




 **3DLABS**



introduction

3DLABS is a dynamic, progressive graphics studio that has the ability to offer our clients a wide range of services to help communicate their designs, concepts, products or services to a wider audience.

Our Studio Manager comes from a design focused background, and with nearly 15 years of industry experience he works across all elements of the business, including creative direction, project management and business development. His experience working with clients from a wide range of industry sectors such as architecture, product design & marketing means he understands the best way to translate concepts and ideas into engaging and deliverable graphic output media.

3DLABS is supported by a highly talented team, each of whom brings their own varied skillsets and technical expertise having come from a range of career backgrounds. This creates a rich and collaborative working environment that leads to the best possible outcomes for our clients.

Our team also benefits from access to the latest hardware and cutting edge technology; whether it's our in-house render farm or our 3D printers and VR headsets. Our continued investment in new hardware and technology combined with ongoing reviews of available software platforms enables us to continually innovate, targeting the delivery of high quality services in a cost effective manner.

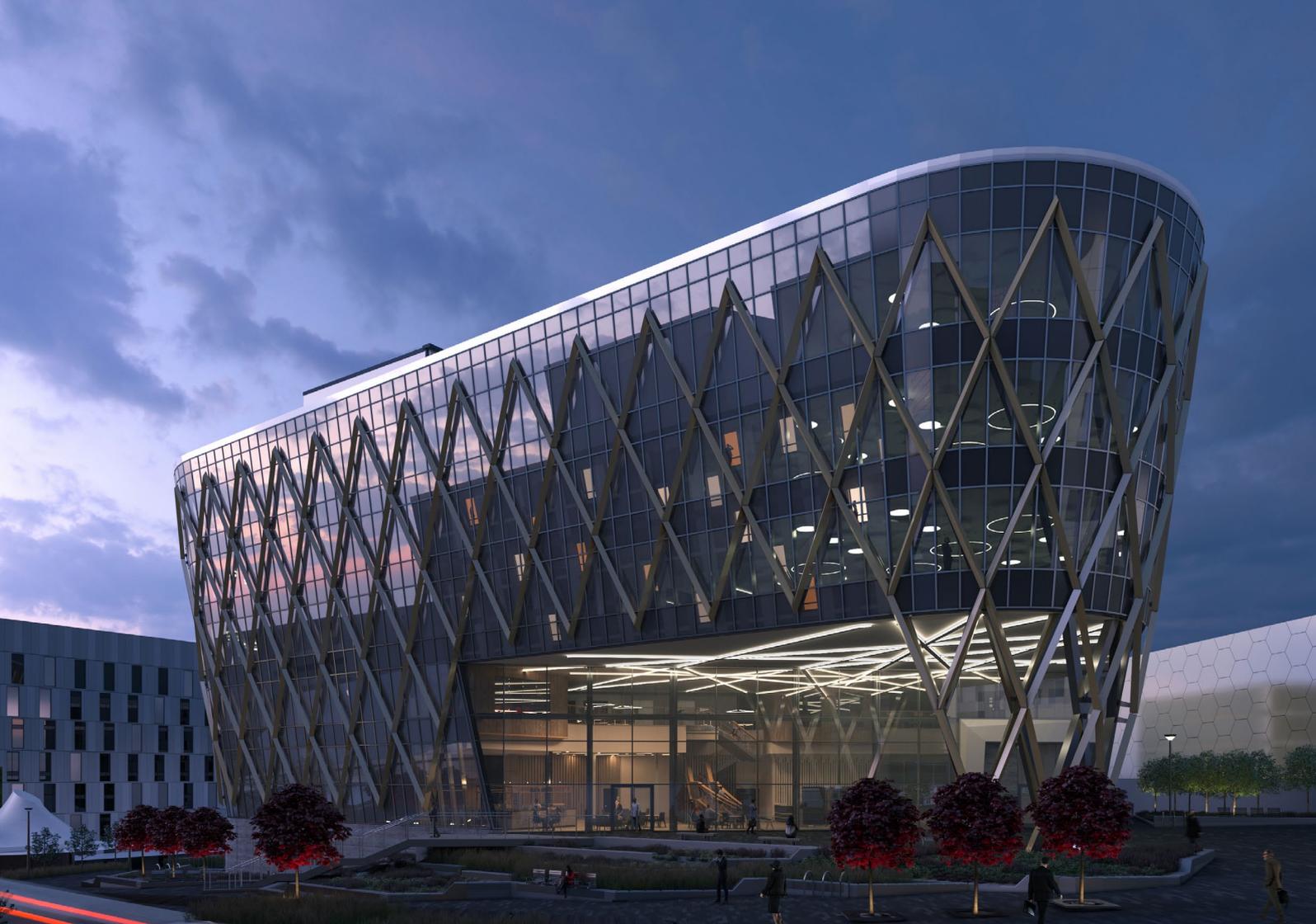
architectural visualisations

Architectural visualisations can be divided into two key forms: Photomontage, where computer generated images are composited into an existing photograph using accurate camera matching processes to produce an accurate representation of a proposed scheme, or Full CGI, where the image consists of entirely computer generated material, using architectural models, surveyed landscaping designs and additional contextual content to produce a photorealistic image.

Times of day, shadow paths and other real world variables can be accurately simulated within our software packages, to present the real world impact of a proposed development or to bring an extra level of visual clarity to the design team's proposals.

3DLABS have a wide range of experience producing visualisations for projects in multiple construction sectors, including residential, commercial, healthcare and higher education. We have worked on projects ranging in complexity and size, from a 13 storey student accommodation complex to a single storey residential extension; we apply the same level of attention to detail and accuracy to all of our projects.







product visualisations

3DLABS can assist clients in producing a wide range of product visualisations, whether that is part of our interior visualisation service, or standalone modelling and imagery set of specific products.

We have the ability to import 3D model data from a wide range of software, such as AutoCAD, Solidworks, Inventor and Rhino.

Our team have the technical expertise to optimise incoming data and adjust the model mesh to add in any additional details that may not be present on initial import. If 3D model data is not available, then we can also help by generating 3D representations from existing physical models, or even from 2D CAD data.

Once the mesh has been finalised we then work with the client to accurately represent the product's material palette and then introduce the model into a virtual lighting studio to produce the final realistic images.



interior visualisations

3DLABS have substantial experience in producing interior visualisations across several sectors including, but not limited to, healthcare, commercial, retail, education and residential.

Interior visualisations can be helpful for a number of reasons; to help finalise an interior design scheme, to help market and fundraise for an upcoming development or to help sell housing off-plan. These are just some of the reasons why our clients have engaged us in the past and we would be happy to discuss how we could help to enhance your project.

We have invested heavily in stock resources and continue to invest in our render farm to enable us to produce high quality images with accurate content in a timescale that meets our clients' needs.

If an interior design scheme is yet to be finalised 3DLABS also have a qualified interior designer as part of their team that can offer their expertise in helping design the most appealing aesthetic for a space.











Academic Building

The Hub

Car Park

Town Houses

Town Houses

A

B

F

C

Tower

E



virtual reality

3DLABS can now offer our clients a wide range of virtual reality solutions, catering for outputs on multiple platforms and devices.

Virtual reality environments can be shared to high end devices such as Oculus Rift and HTC Vive, down to the more mainstream Samsung Gear and Google Cardboard that work with standard smartphone devices.

We are able to create fully immersive, interactive environments that allow hands free transition from one space to another as well as including sound, content overlays and scene adjustment such as changes to lighting or furniture. All of these options are possible and will give the end user the truest representation of what the finishes design or product will look like. Fully immersive VR environments can also be used for training purposes, particularly when it comes to product of building maintenance.

These virtual reality environments can either be loaded via a standard online web link or through integrating with a custom smartphone application to suit your specific needs.

augmented reality

3DLABS can also offer examples of augmented reality technology, where digital content can be overlaid onto printed media.

Search for "3DLABS AR" on mobile app stores to download our AR tracker to interact with the augmented reality content in this document marked with the  symbol.

animations

We have the capability to produce animations based on various aesthetic styles and levels of detail that can be used to the benefit of various different stages of a project. This may include:

- Promotional marketing and fundraising
- Instructional training
- Phasing of demolition and construction
- Wayfinding and route planning

We also have the ability to produce VR Animations that render a full 360 degree view of each scene and can be linked to a VR headset to allow a client to look around every angle, whilst following a predefined path through a set of scenes.

As animations take longer to render than a traditional single still image, we will expect to engage in a detailed consultation process with the client before commencing work, to establish their aims and objectives. This process involves detailed briefing, storyboarding, drafting and revision, finally culminating in the finished animated outputs.

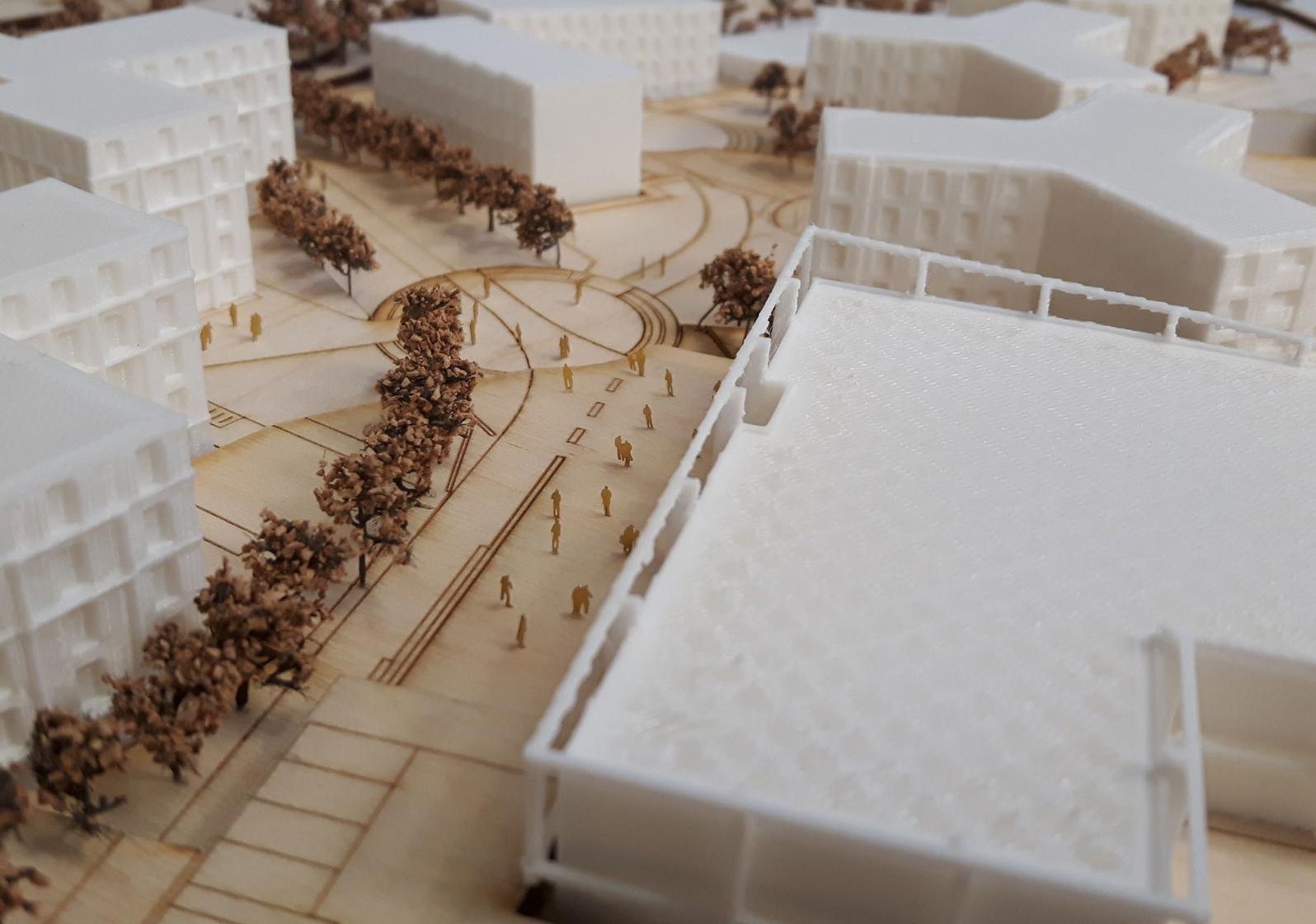
Significant investment in computer hardware has afforded us the ability to have our own render farm and by doing so, this means that we are not reliant on outsourcing any part of the process to other companies, giving us full control over our rendering activities.





LIFTS
A&B





3d printing

Through advancements in technology we can now offer a cost effective 3D printing service, providing high quality outputs in effective timeframes.

Our printers have the ability to print multiple items in a single run, with extremely high levels of accuracy down to 0.4mm in surface variation and can print individual layers as low in height as 0.05mm.

Whether you require an architectural scale model or a prototype of a developing product concept our labs offers a competitive service on quality, speed and cost. We also have the ability to provide laser cut ply bases for use in architectural models to represent site topography.

Our printers have a build volume of: 210mm x 297mm x 200mm (H)



iOS applications

At 3DLABS we understand the development of technology and the shift in its usage, from a stationary medium such as the standard desktop PC to much more mobile content on smartphones and tablets.

3DLABS have a developers licence on the Apple App Store, which provides a brilliant platform for distributing collated information and content into a single distributable package, that can easily be updated accessed by a potential audience of 1.3 billion users.



branding / marketing

We appreciate the importance of first impressions. We offer branding and marketing consultancy services, whether this is creating new brands ideas and concepts or refreshing existing brand content and data. We can assist with providing:

- custom brochures
- modern responsive websites
- business cards / postcards
- brand identity documents



videography



As part of our video production service we will work with you to produce a sketch storyboard showing the intent of the footage. This will be reviewed and agreed in detail before a shoot takes place, which provides all parties with a clear level of expectation for the shoot and what the outputs will be.

With advancements in video recording via mobile devices, we use iOS devices for recording the majority of our video content. The ability to shoot in 4k resolution or 1080p 60fps allows us to capture high quality footage in an efficient manner, without having to rely on cumbersome filming devices.



We will also use a range of tools and hardware to ensure that the quality of the final video is of the highest standards, including:

- Camera tracking rails
- Jib Cranes
- Powered 3 axis gimbal stabilisers
- Timelapse devices
- External microphones
- Lighting blocks
- Drone footage



Once our filming is complete, we have a range of video and sound editing software available that allow us to produce engaging video content with high quality production value.



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