

Using 3D animation as a sales tool

Multimedia sales tools have changed the way our sales and marketing personnel conduct business with prospective customers. Having more effective sales tools, arms us with a more persuasive and dynamic presentation ensuring our organisation is able to stand out from the crowd. Importantly it gives our customer a clearer perspective of what we propose, and a greater understanding of what they are buying.

Albert Smith Philippines has enjoyed great success utilising 3D animation to complement our multimedia presentations, giving dimension to our solution methodology, and showcasing our products, projects and services. Through the use of 3D animation and modeling we're able

to present the product truer to its completed form whilst also illustrating its construction, function and operation. It's also used to illustrate installation and maintenance methodology, not only beneficial to our customers but also a useful and practical tool for staff instruction.

The process of developing and creating an animation is done by dividing the project into 4 major phases; these are: exploration, design, creation and evaluation.

- The exploration phase involves researching and documenting the requirements in order to choose the best approach and tools needed to handle the task.

- The design phase is when all technical analysis and creative juices are let loose. This is also the phase when plans and timelines are set.
- The creation phase can be divided into 7 sub-phases; modeling, texturing, lighting, animating, rendering, retouching and finalisation. During this phase we see to it that we implement the project according to plan, however we also adapt to changes or revisions as the project evolves.
- The evaluation phase; we test the final output making sure that the goals set during the exploration phase is met and that maximum compatibility and utilisation is achieved.

Albert Smith Philippines, through its Signspec Division, offers this service to both customers and other Albert Smith Group members alike.

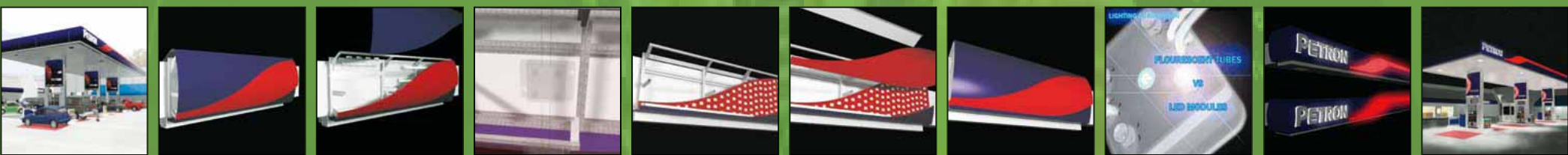
If you would like to experience how we use 3D animations some small examples are showcased on our website at www.albertsmithgroup.com.au/newsroom/3d%20animation. Also contact us directly for a cost competitive proposal.

Peter Treloar
- Albert Smith Philippines

McDonald's Roof Signature Installation Guidelines



Petron Service Station LED Canopy Upgrade



Rotating LED Lit Menu Board System

