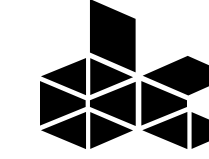


ARCHITONIC DIGITAL STUDIO

in cooperation with  **Design Connected**

The future's most important digital challenge for manufacturers



To manage the »digital identity« of your products is one of the most important factors for your future success.

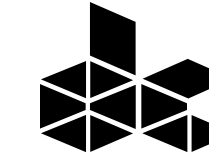
On the one hand architects and interior designers need 3-D data of your products in many different formats for their planning software and BIM. On top of this photo-realistic 3-D models have become very important, because high-resolution renderings are now the standard in presenting and selling interior design to the clients.

On the other hand the success of your digital communication and commerce will be based on inspiring and innovative visual content to capture your customers' hearts and minds. Your customers expect glossy photos, videos, interactive 3-D experiences. And in product libraries and online-shops your customers expect to see every version of your product – they only buy what they see.

Last but not least you will save a lot of money as all the visual content will be printable in high resolution – as long as your digital strategy is based on high-resolution 3-D files. Computer generated photo shoots will be the future.

Together with our partner Design Connected we offer you more than ten years of 3-D experience with an element of both art and technology. Save time and money by letting us deal with the 3-D digitisation and computer generated photography of your products. We create the worlds' most accurate 3-D models and photo-realistic visual content.

The way it's done



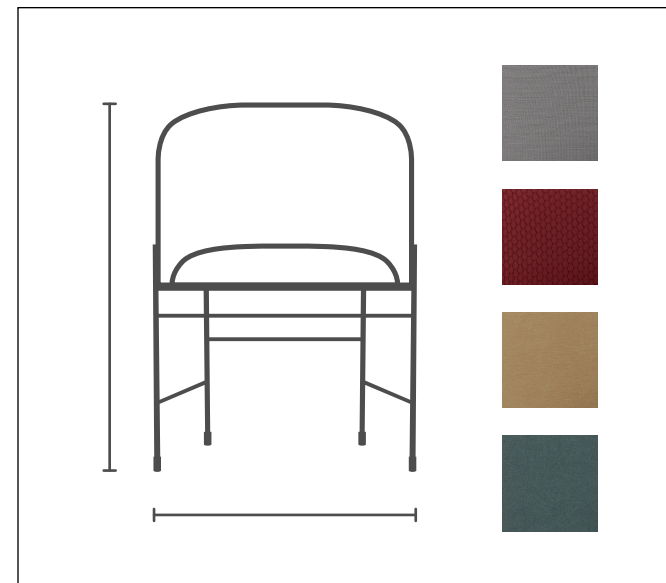
1

We send you a checklist



2

Send us photos, drawings, samples or CAD files



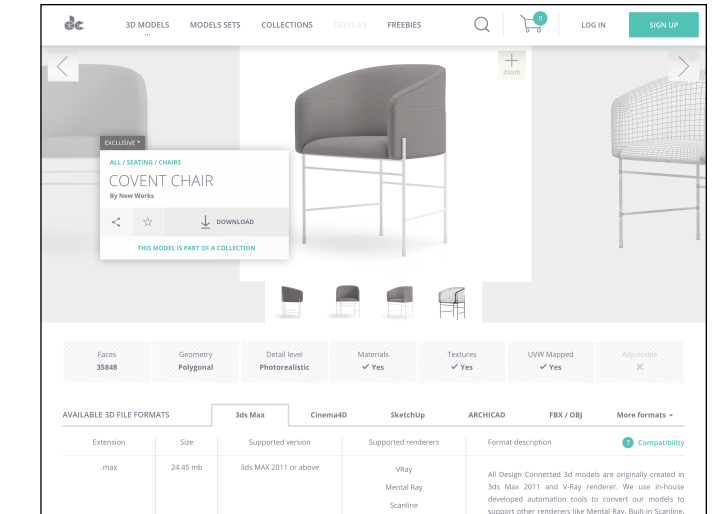
3

We create a 3-D model



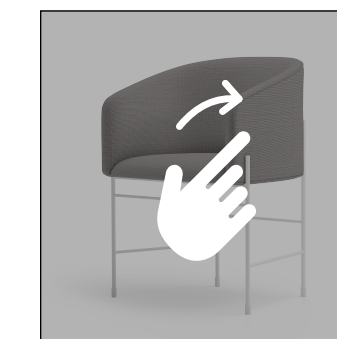
4

You receive 3-D models and we upload these to designconnected.com

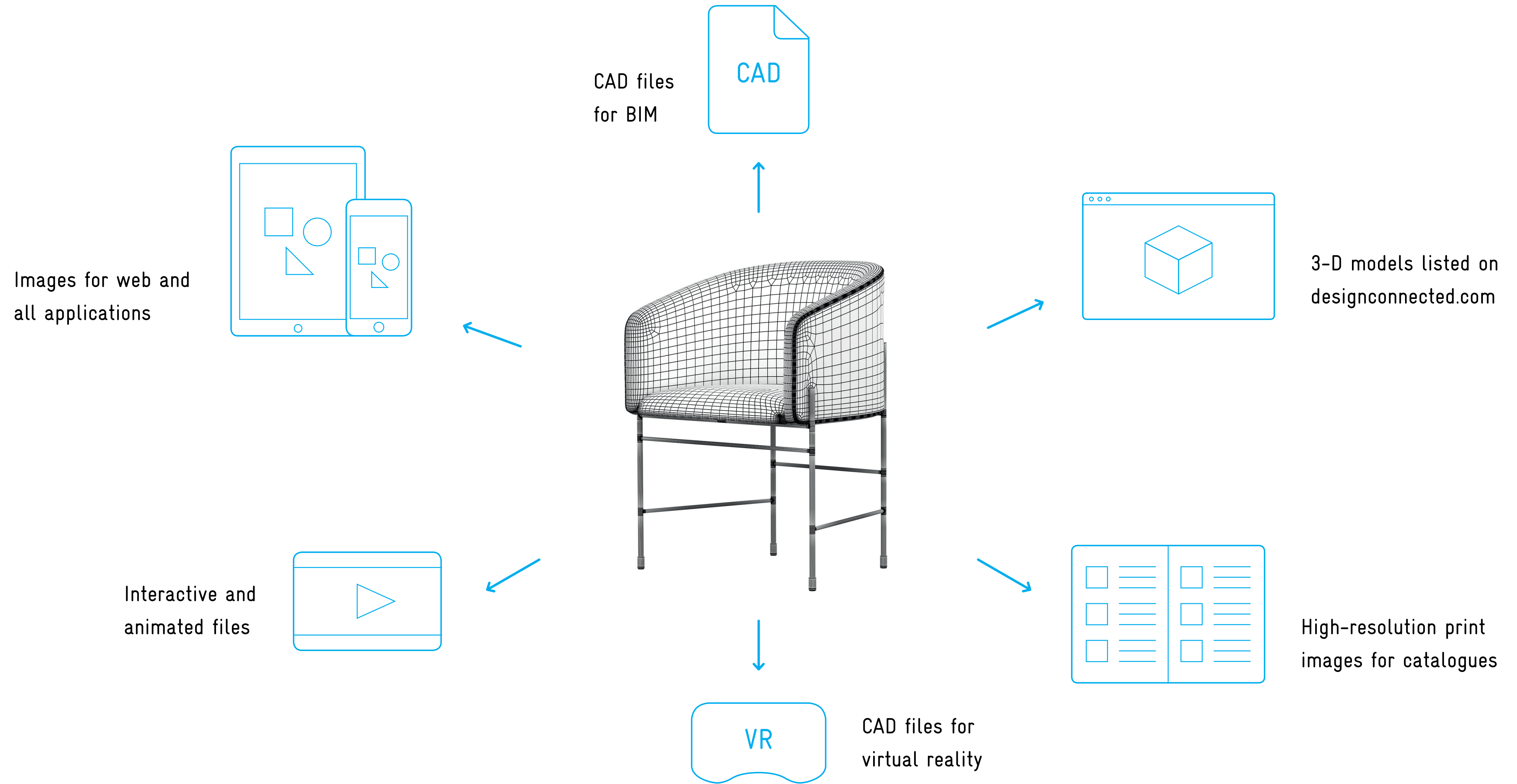
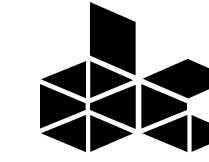


5

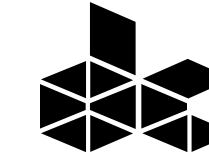
Animation and contextualisation: photo, interactive and video



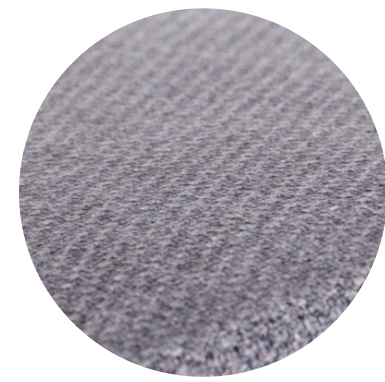
One digitisation, unlimited output



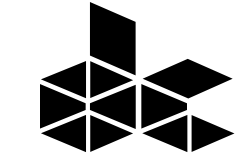
Product images



ARCHI
TONIC



Product images



ARCI
TONIC

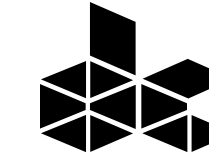


Model: Covent Chair

Manufacturer: New Works

Designer: ARDE

Product images



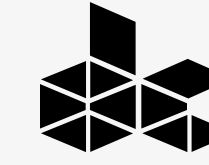
ARCHI
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Create multiple sofa compositions.
Show your client the modularity and versatility.

Model: Gentry
Manufacturer: Moroso
Designer: Patricia Urquiola

Product images

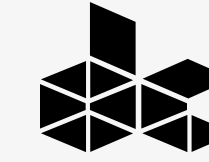


ARCHI
TONIC



Model: Nikos Arm Chair
Manufacturer: Bonaldo Italia
Designer: Sergio Bicego

Product images

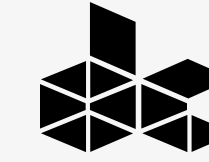


ARCHI
TONIC



Model: Nikos Arm Chair
Manufacturer: Bonaldo Italia
Designer: Sergio Bicego

Product images

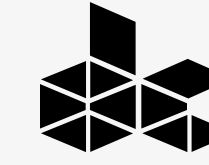


ARCHI
TONIC



Model: Nikos Arm Chair
Manufacturer: Bonaldo Italia
Designer: Sergio Bicego

Product images

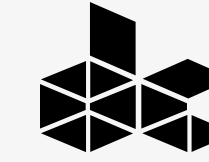


ARCHI
TONIC



Model: Nikos Arm Chair
Manufacturer: Bonaldo Italia
Designer: Sergio Bicego

Product images

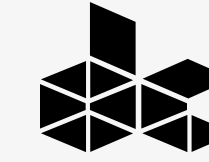


ARCHI
TONIC



Model: Nikos Arm Chair
Manufacturer: Bonaldo Italia
Designer: Sergio Bicego

Product images



ARCHI
TONIC



Model: Tribeca Sofa
Manufacturer: Poliform Italia
Designer: Jean-Marrie Massaud

Photo shootings

We present your product...

in a photoshooting, based upon a pre-defined space, or we create an architectural context for you. Inspire your clients with relevant reference projects by placing your collection in the right environment.

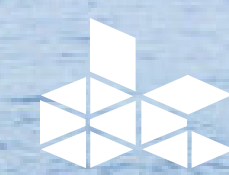




ARCHI
TONIC







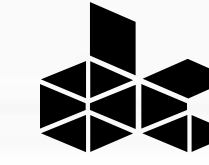
ARCHI
TONIC







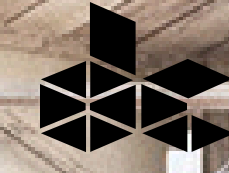
Photo shootings



ARCHI
TONIC



Photo shootings



ARCHITONIC



Photo shootings



ARCI
TONIC

Photo shootings



ARCHI
TONIC

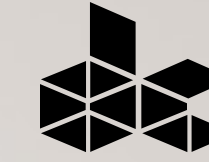


Interactive image

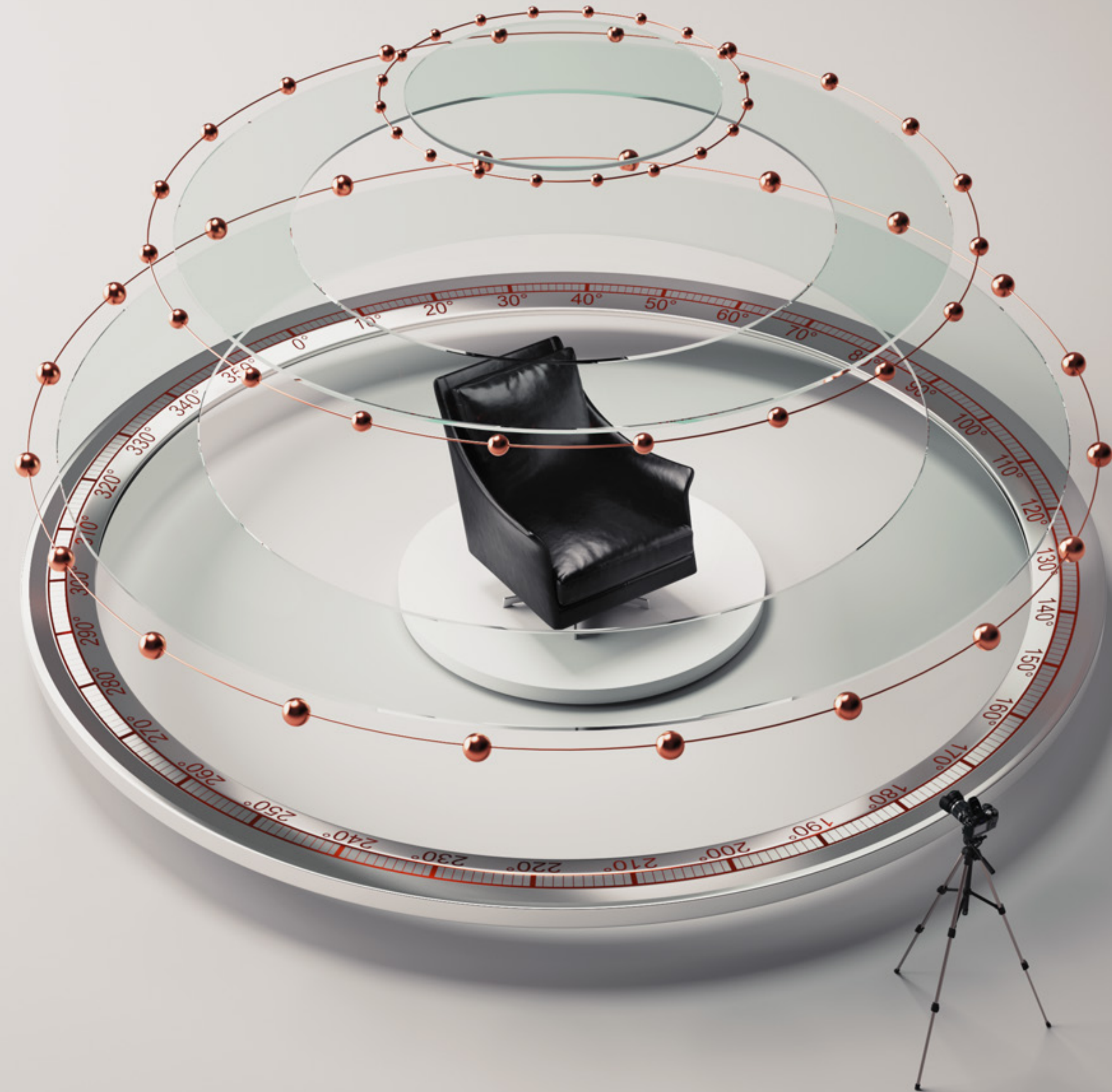


Engage your client

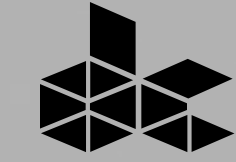
- Rotate the product. Demo:
www.designconnected.com/page/threesixty
- Convert the product into another shape:
www.intertime.ch/product/nano/



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Interactive image



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Model: Tolomeo Braccio
Manufacturer: Artemide
Designer: Michele de Lucchi, Giancarlo Fassina

Videos and GIFs

Create a scenario...

and show your product in captivating moving content.
Show what your product does or can do.



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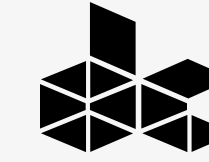
Videos and GIFs



ARCHI
TONIC



Videos and GIFs

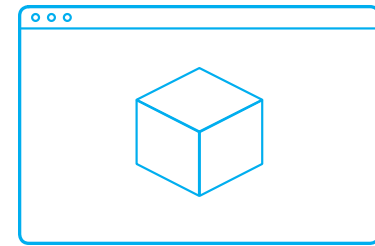
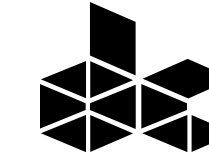


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Services



Digitising

3-D models

We create highly detailed 3-D models of your product using 3-D scanning of real-life products or precise digitising of textiles and finishes. Each product needs to be digitised only once. The 3-D models are then distributed via designconnected.com.

CAD files

Format: Revit, dwg, dxf, fbx, skp, rvt, pln, 3ds or other file format, usable for all major architecture and planning software or library as well as for virtual reality and augmented reality tools.

Repeat images

For surfaces, texture and fabrics we create repeat images that are used in 3-D visualisation applications or by architects and designers.

BIM

Put your products where your customers are! We prepare your 3-D models for BIM libraries around the world.

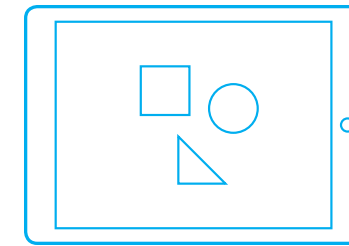


Photo content

Product photos

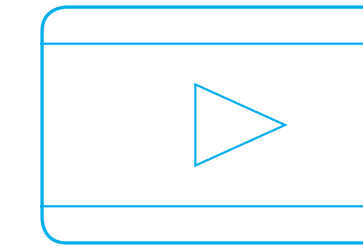
Show each version of your product! We create photo realistic cut-outs. Your product with white background, with shadow or as layered PSD file allowing the client to use the images as wished. Standard dimensions are 2'000 × 2'000 px. The client may pick materials from our extensive library or have bespoke materials or textiles digitised. We setup the »stage«, adjust lighting, shading and reflection to suit the product and chosen colours. We optimise images for print media and on-line use.

Set-of-4 product photos

Package of »product images«, suitable especially for catalogues or online merchandising. Indicate what viewing options you require (frontal shot, from the side, detail shot, etc.).

Photo shootings

Your product in an architectural context or as reference or mood image. Either we produce a digital reconstruction of an existing space, based on a photo, or we create a unique architectural environment which is custom tailored to your brand. You can style the space with products, accessories and materials from designconnected.com or cgconnected.com



Moving content

Videos and GIFs

moving content captures the eye of your client longer. We create high quality videos or GIFs that play automatically on a website, social media or email.

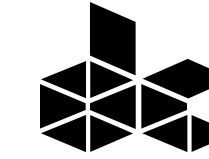
Embeddable live 3-D products

Allow your customers to inspect your product from all sides, just like they would do in a show room, by visualising them, in any website, online shop or library, in fully controllable 3-D. We prepare the product in our cloud and you receive a link to embed it into your site. Just like a Youtube video.

Interactive images

Show your products from all sides, or show in a sequence how your product converts. As autoplay or let clients interact with your product.

Frequently asked questions



What happens with the digitised 3-D model?

The 3-D model is very wanted by architects, render studios, application developers and BIM libraries. We put the models available for download on designconnected.com. We name your brand, the designer and add a link to your website.

I already have CAD files, can you use them?

We can. However, CAD files do not have the detailing required to make a »real« photo of the product. We use your CAD files for dimensions purposes, but create the photo realistic 3-D model new.

How do I avoid that others use my designs and copy them?

This is an important matter and we deal with it in our daily life. We will advise you on applying strategic imperfections to avoid 1-on-1 copies. We can de-list your product any time.

What input/samples do you need?

We create highly detailed 3-D models and therefore need clear references. Usually, good photos and dimensions are enough, but sometimes we need a sample or the complete product. For fabrics, we need an A3 sized sample of each colour. For chairs we need at least 3 photos of the chair, or of a reference chair and always the dimensions, designs or existing CAD or STEP files. Samples must be sent to:

Design Connected EOOD
Hristo Botev Blvd. 92B
Business center Rilon
4000 Plovdiv – Bulgaria

If you have more questions about the types of input we need, then please mail us at info@architonic.com and we will send you a checklist.

Who owns the intellectual property rights to the photos?

You.

What type of 3D models do I get?

The standard digitising includes 4 formats of your choice. We can deliver DWG, DXF, OBJ, FBX, Skp (SketchUp), GSM (Archicad), RVT (Revit), 3ds Max, 3dm(Rhino), Cinema 4D

What do you need to create a photo shooting/mood image?

This depends on whether you wish the product to be presented in an existing space, or if you wish us to create an architectural context tailor made for you. For the entry-level price we ask you to provide us with a photo of an existing space and we re-create this into a virtual space, leaving you the freedom to style the »room« with furniture and accessories from our extensive databases designconnected.com and cgconnected.com

How do I find out what it costs to digitise my collection?

Did you receive our price list? Pick one of our packages as a first test, or send us a list of your products (products and variants) or textures (designs and all colours) (or send us your price list). Tell us what kind of output you require (photos, videos, 360 image, etc.) We are happy to prepare a custom-made offer for you.

Your price list shows »from« prices? Why?

A photo shooting is always different. The price depends upon the amount of surface that is visible and is mostly dependant on the amount of revision rounds you require or expect. Send us your project details and we will provide you with a transparent offer.

Contact us for one of our
special test packages:

info@architonic.com

+49 30 36 42 88 210

In joint venture with the best team of creatives
in this field, we established Architonic Digital
Studio. We create premium visual content,
using photo realistic 3-D modeling technique.

This product is subject to our General Terms
and Conditions for Architonic Digital Studio

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info@architonic.com