F_BOX picture shooter

HIGH-END-3D AS A WEB SERVICE

Innovative and cost-efficient 3D visualizations – simplified image production process for all media channels. Mackevision Medien Design GmbH has many years of experience and a high level of expertise in the development of integrated data preparation processes, the optimization of media production workflows and the implementation of innovative methods and technologies – the latter having been installed at many premium manufacturers.

The demand for configurable graphics materials in the automotive and consumer goods market is exploding. Mackevision F_BOX picture shooter creative development team has been successfully delivering single source publishing to the world’s top brands for half a decade. Our 24/7 visual asset on demand technology is designed to streamline the complex marketing needs of any sized client.

With this web-based service for high-end visualization, industrial clients, photographers and agencies can produce photorealistic 3D visualizations for sales and marketing materials simply and cost-effectively.

F_BOX picture shooter speeds up and simplifies the entire image production process in different departments ranging from Development and Design through to Sales & Marketing. It facilitates the very highest quality media production even in times of budget cuts.
HOW DOES F_BOX picture shooter WORK?

INDEPENDENT OF ACTUAL PROTOTYPES
INTUITIVE HANDLING WITHOUT PREVIOUS CGI EXPERIENCE

F_BOX picture shooter is employed by users to set their virtual product – modeled on CAD data and with all product variants – against a user-defined backplate, position the camera and set up the lighting. Image databases connected to the system enable users to choose from a huge selection of backplates. It is also possible to upload one’s own backplate and smart image based lighting (sIBL) sets.

As a web service, F_BOX picture shooter can be accessed from all company locations. Its user interface is completely intuitive and does not require any 3D knowledge. The service is a powerful tool for automatically creating image content and, depending on the particular application, it can generate totally different resolutions from low-quality layouts to super-sharp, high-resolution images for proofing.

In addition to fully rendered images, auxiliary layers for selective retouching of materials, coating surfaces and surface reflections, additional rendering passes for reflections and lighting are also supplied. Likewise, 360° walkarounds can be automatically generated with the aid of easy-to-control functions.

Mackevision is the ideal partner and helping hand when it comes to preparing data for F_BOX picture shooter. Our service package includes all the necessary steps for success including: CAD data integration, 3ds Max or Maya Master Scene organization, photo-real material application and accurate configuration of all product variants.

WHO USES F_BOX picture shooter?
PHOTOGRAPHERS, CREATIVE AGENCIES AND ENTERPRISES

Photographers use F_BOX picture shooter to optimize their compositions and develop new, creative ideas.

Creative agencies improve their efficiency by using verified, virtual vehicles and predefined perspectives. They use F_BOX picture shooter for layouts, web applications and creating print motifs.

Industrial enterprises integrate F_BOX picture shooter into their CGI workflow and take control of their own media production for all media channels. They benefit by being able to enhance their product diversity and automatically implement possible combinations.

SUCCESS STORY

In 2009, F_BOX picture shooter was awarded bronze in the German Design Award (DMMA) competition and in 2011 was also nominated for the German Design Award.

If you would like more information, please don’t hesitate to contact us.
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