

Off to a flying start with KeyShot and INNEO

Crux Product Design Limited

Crux provides high quality Creative Design and Mechanical Engineering services to the medical, consumer goods and FMCG industry. Crux specialise in taking products from design concept through to high volume manufacture. Established in 2003 Crux has experienced steady growth building on the ethos of delivering outstanding design and engineering results to its client base.

Customer Voice

"INNEO's professional approach, knowledge and support helped ensure we were off to a flying start with KeyShot right from the beginning and we were soon achieving excellent results and speeding up our design process."

Mark Teucher, Director, Crux Product Design Limited

Products and Solutions from INNEO

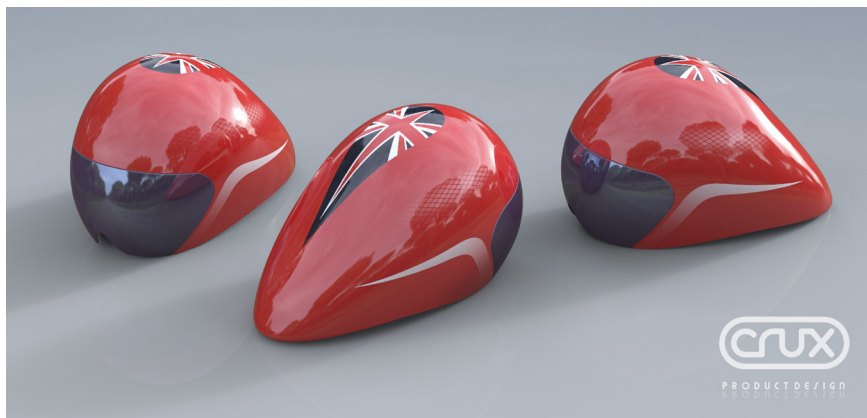
- KeyShot

Results

Designing and engineering products is an iterative process where communication to the decision makers is key in achieving a successful outcome. KeyShot is a great rendering tool, allowing the Crux team to quickly convey the product design and to explore the use of texture and application of graphics.

During the three year development programme of an aerodynamic, lightweight, safe and ergonomic track cycling helmet for team GB for use in the 2012 games, Crux has regularly relied on the fast results provided by KeyShot supplied by INNEO. The graphic representation of the Union Jack and concepts for unbranded motifs went through many iterations before the final design was created. KeyShot provided the tools needed to keep the design progressing at pace and gave the stakeholders an accurate visualisation of the refined result.

The helmet has been hailed as one of the iconic products of 2012.

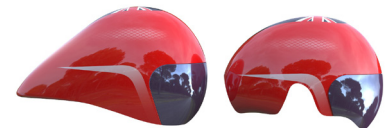


CUSTOMER INFORMATION



Crux Product Design Limited
www.cruxproductdesign.com

Industry: Creative Design and Mechanical
 Engineering Services



*Pursuit + Sprint Olympic Helmets,
 designed by Crux, rendered with Keyshot*

Direct Contact

Want to know more about this reference? No problem. If you have any questions, our customer would be happy to provide any additional information you may need. Just ask us for contact details.

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 8053405-20120925