

KeyShot as a vital design and presentation tool

LA Design

LA is one of the UK's most respected and successful industrial design and product development consultancies, well known for developing products in the professional, scientific and medical markets. Having won multiple awards for their work, LA continues to develop services in line with rapidly changing markets and deliver brand-led solutions, to connect technology, business and people. LA has embraced KeyShot since its initial release and the software proves a vital resource for the business.

Customer Voice



"KeyShot has quickly become a 'must have' solution that LA simply could not manage without. Its immediacy and accuracy allows KeyShot to be used as a dynamic design and evaluation tool, even 'live' in meetings with our clients. It is not simply a means to visualise finished products. Clients love the images at every stage."

David Robinson, Director, LA Design

CUSTOMER INFORMATION



LA Design

www.LA-design.co.uk

Industry: Industrial design and product development consultancy

Services: Innovation strategy, Design led research, Proposition creation and validation, Brand development, Concept generation, User interface design, Mechanical engineering, Design for manufacture, Modelmaking, Digital promotional videos

Staff: 15

Revenue: over £ 1m

Products and Solutions from INNEO

- KeyShot Pro Floating
- KeyShotVR add-on

Business Drivers

Moving to a new software platform is often justified by incremental improvements, cost savings or simply to ensure compatibility with clients' software. At its inception, KeyShot was such a radical step change in photo-realistic rendering that it is incomparable to previous solutions. In order to create presentation images from PTC Creo (Pro/ENGINEER) before KeyShot, we had to jump through several hoops, which took time and expertise.

Results

By using the (free) PTC Creo plug-in, photo-real images can be created quite literally 'at the press of a button'. It's the difference between painting a picture and taking a photograph. Without exception, engineers and designers find the software quick to learn and are rewarded with results that are needed throughout the design process. This immediacy allows KeyShot to be used as a dynamic design and evaluation tool, even 'live' in meetings with clients, not simply a means to visualise finished products.

KeyShot provides cross platform plug-ins, allowing easy import to other 3D software that LA also needs to use, this includes Solidworks, Poser, Cinema4D and SketchUP, which makes the investment go further. Using KeyShot gives superior rendering results in these packages and reduces the need to learn multiple software solutions for rendered output.



ELGA Chorus – Modular ultra pure water treatment system for advanced laboratory use.

White products have been difficult to render in the past – not with KeyShot.

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KeyShot as a vital design and presentation tool – continued

LA Design

For an industrial design studio, the ability to produce high quality, photo-real images from its CAD data is invaluable. Prior to KeyShot, we were already able to produce high quality renderings, but this took many hours, often days to achieve and needed specific expertise to complete. At LA, where our time is (mostly) clients' money, this often limited the use of rendering to key design milestones, KeyShot is not only easy to use and fast to render, the first class images are typically output by the designers themselves. It has become a 'must have' solution that LA simply could not manage without.

Given the ease of use and increasing versatility of the software, three floating licences are currently used at LA. Beyond core industrial designers, KeyShot equips graphic designers, engineers and model-makers with a new toolset. We benefit from the ability to visualise materials and finishes, to examine surfaces in a way that 'zebra' contours simply cannot communicate and create graphic elements that would not be possible with other methods.

The KeyShotVR module allows a quick route to build an economic, yet communicative, spinnable image for clients to add to their websites or to incorporate into a user interface. The animation facility gives even more flexibility, where LA can incorporate fully animated sequences into promotional videos and presentations to communicate to the viewer in a rich and visually engaging form.

Each new version of KeyShot has improved, adding sophisticated and relevant features, though has remained fun and easy to learn.



*KickTrix – Soccer Training System
KeyShot images, VR and animation
used throughout the design process
and on customer website.*

Why INNEO Solutions

Whilst US-based Luxion, the developers of KeyShot, remain reassuringly responsive and supportive, it is essential to have agile, local help and INNEO has proved a great choice for us as well as many of our clients. INNEO demonstrates a close and informed relationship with KeyShot, providing engaging demonstration days, an active web and exhibition presence, as well as a friendly face to LA.

Direct Contact

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

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*Sonatest Prisma – Robust, waterproof, portable
Ultrasonic flaw Detector. Rendered in Keyshot with
VR images used on customer website.*

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