INNEO®
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KeyShot: the simplest and fastest way to share your concepts with a client

Radar GB Ltd

Radar is a furniture and related products design consultancy, working in the areas of office, contract, public spaces, education and retail. A small business working globally for large corporations, Radar has collaborated with market leaders in the furniture world, providing several category-defining products, from arena seating and office systems, to classroom chairs and personal workflow organisation.

Customer Voice

"In the past, the visualisation process was so complicated and lengthy that one person would be involved in that aspect of work full time. As a small and efficient company, we could not afford such luxury, however the speed and simplicity of KeyShot means that we can output dramatic and realistic visuals at all stages of the design process, without leaving the modelling environment. The results have been so good that many of our clients now also return to us for visuals and animations."

Roger Carr, Director, Radar GB Ltd

Challenges / Objectives

With KeyShot we were looking for a very fast and simple to use rendering package that could work seamlessly with 3D modelling software. We also needed something that would enable us to output realistic visuals at all stages of the design process, producing discussion images that were simply not generated from screen shots. KeyShot has enabled us to deliver that and more, becoming the major method by which we generate our imagery.

Results

Radar generates innovative products from research informed concepts through to production tooling and with the help of KeyShot, even communication media. KeyShot allows us to provide realistic, easy to understand visual imagery and illustrations every step of the way, in a fraction of the time it used to take with previous rendering packages and line drawing.

Although we initially acquired Keyshot to produce renders and high quality visuals from our 3D CAD data, within a very short time our clients were approaching us to produce images for them on other projects which we were not designing. One of the reasons was that we had an advantage over pure rendering specialists, in that we could understand the workings of the products with little introduction, as well as producing print quality visuals very fast.

The capability to produce animations and VR interactive models for websites has been of benefit to our clients, as we can easily produce these from our existing 3D data. However, creating illustrations and line drawings using the 'Toon' materials has enabled us to supply diagrams and catalogue illustrations, to our clients remarkably quickly.
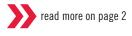
Products and Solutions from INNEO
- 2 seats of KeyShot Pro
- KeyShot VR add-on
- KeyShot focussed Workstation

Smith System – Flavors Chair

Product rendering for new generation of office storage products

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KeyShot: the simplest and fastest way to share your concepts with a client – continued

Radar GB Ltd

Why INNEO Solutions

We have an ideal relationship with INNEO – Not having a dedicated software resource means that we have to rely on a vendor / reseller to keep us up and running and solve any issues.

We always find INNEO quick to respond to any issues and the product support second to none. We have been with KeyShot since its inception, as we used the previous software (Bunkspeed) and decided to stay with INNEO and KeyShot on the cessation of the original company.

A small company cannot afford downtime problems and INNEO are quick to respond, being only a phone call away. We were so pleased with the service and the facility offered to us with KeyShot that we relied on INNEO to provide us with KeyShot focussed rendering machines.

Brodart – steel and laminate shelving

Godrej & Boyce – Reason: advanced beam office system developed for the Indian market

Direct Contact

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

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