

Armstrong White

Customer Success Story

Autodesk® Showcase®
Autodesk® Consulting

We built this solution to help us communicate with our customers and make 3D production more accessible to them. Eliminating the gap between design and execution helps us deliver more seamlessly on our creative commitments.

—Chuck White
President and Founder
Armstrong White

Maximizing creative assets.

Armstrong White works with Autodesk to simplify 3D production and produce visually rich product imagery.



Image courtesy of Armstrong White.

Project Summary

Formed in 1996, Armstrong White is a leading innovator in computer-generated imagery (CGI), producing some of the most compelling print and motion work seen today.

Armstrong White works across a wide range of industries—from auto dealerships to ad agencies.

The Challenge

The challenges involved in creating product imagery and sales collateral have multiplied.

As companies seek to maximize the value of their digital intellectual property in a wide spectrum of business scenarios, they often must contend with compressed product development and go-to-market timelines.

In addition, customers are increasingly faced with developing product imagery without access to quality physical prototypes or commercial products.

CGI is quickly becoming an ideal option for producing quality product imagery and compelling digital product experiences. However, working digitally creates challenges for marketing groups and agencies less familiar with 3D and CGI.

Often, art directors are not experienced with 3D tools, nor do they have the skills or interest to work digitally.

AWviewer, developed by Armstrong White, helps remove the usability barrier of 3D technology, enabling creative teams to more easily explore 3D assets and capture the imagery they need. Armstrong White chose Autodesk® Showcase® software as its platform because the software provides the range of features and open API (application programming interface) required to deliver a rich real-time experience.

The Solution

Armstrong White, recognizing that its customers held a high regard for AWviewer, collaborated with the Autodesk Showcase product team and individuals from Autodesk Consulting to maximize the tool's benefits and define a clear path for developing its first software product.

This relationship proved fruitful: "Our collaboration with the Autodesk product teams and Autodesk Consulting really supported our success with the viewer," says John Willette, director of CGI and AWviewer product lead.

Autodesk Showcase and AWviewer enable teams to more quickly select printed product collateral images.

AWviewer is an application abstraction layer written in Java® and Python® that uses the Autodesk Showcase API. The viewer is designed to work with specially prepared Showcase files, which can be controlled by the viewer's interface.

The user interface menu provides controls for selecting colors, adjusting the camera, changing the model configuration, selecting product features, and showing alternative environments.

All controls are designed to behave within a pre-defined range of options that have been determined by the manufacturer and coded into the Showcase file controlled by AWviewer. This provides ease of use, purposeful control, and creative flexibility.

The Result

This collaboration between Autodesk Showcase and AWviewer enables teams to view products and visual mockups together as they develop marketing for dealers and consumers, and helps them more quickly select printed product collateral images.

Both White and Willette are pleased with the benefits from collaboration: "Using Autodesk Showcase as the 3D render engine for AWviewer allowed us to focus our efforts on the user interface and customer experience," says Willette.

White agrees that Armstrong White now delivers "simple and elegant access to stunning imagery that can be rendered in seconds".

AWviewer provides the interface to Showcase that makes 3D technology more accessible to creative agencies. Even infrequent users unfamiliar with the technology find it easy to use.

To learn more about Autodesk Showcase, visit, www.autodesk.com/showcase.

To learn more about Autodesk Consulting, visit, www.autodesk.com/consulting.



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—John Willette
Director and Product Lead, AWviewer
Armstrong White