

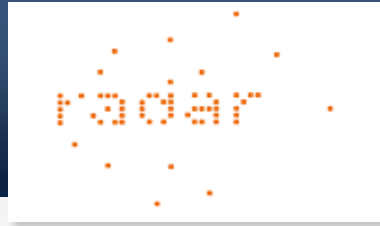
## CUSTOMER REFERENCE



Radar GB Ltd.

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





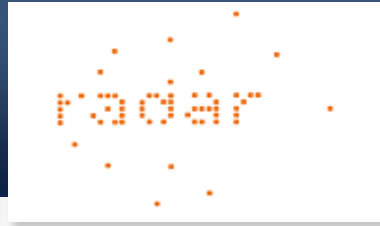
## About Radar GB Ltd.

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.



## Challenges / objectives

With KeyShot we were looking for a very fast and simple to use rendering package that could work seamlessly with that 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.

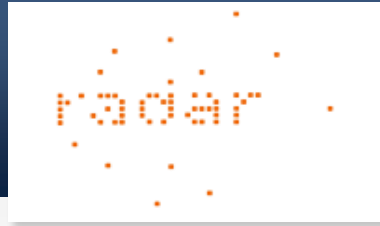


## Results

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.



*"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. A small company cannot afford downtime problems and 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.*

**Roger Carr, Director Radar GB Ltd.**



## **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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