

Dynamic packaging visualization



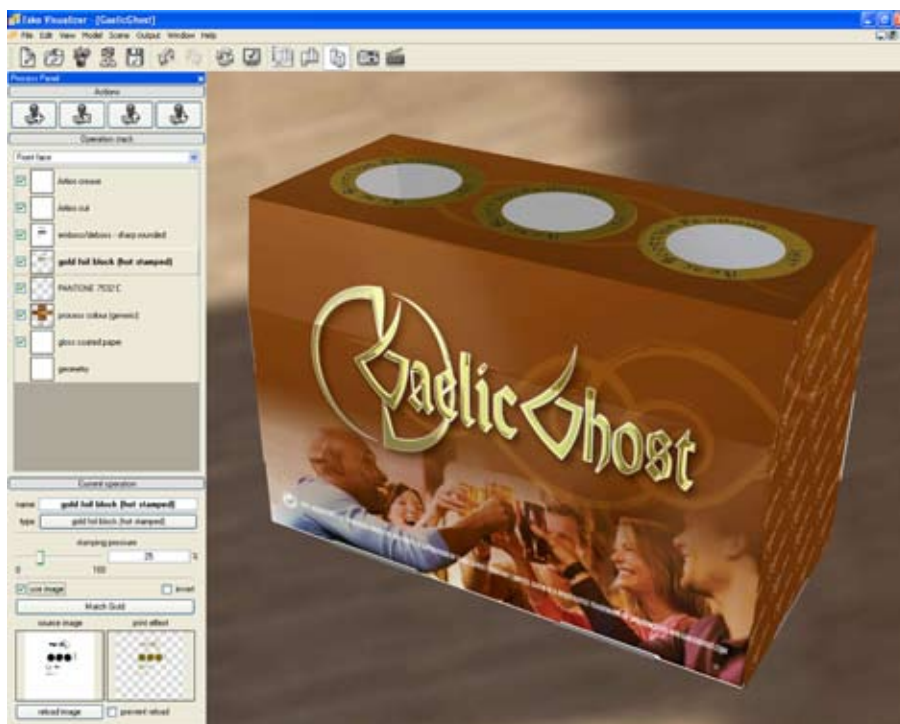
Visualizer

Visualizer lets you combine graphics, print information and structure to generate highly realistic, moving visuals of a packaging design.

Use Visualizer for Mac and PC to quickly create realistic, on-screen mock-ups of labels, cartons, corrugated boxes and flexible packaging.

See realistic, moving views of the package design as a flat sheet, a die-cut sheet, or folded, in a range of real-world lighting environments.

Designers, brand owners and packaging producers can accurately communicate and evaluate the impact of the actual substrates, inks and special finishes used for the final product early on in the design phase.



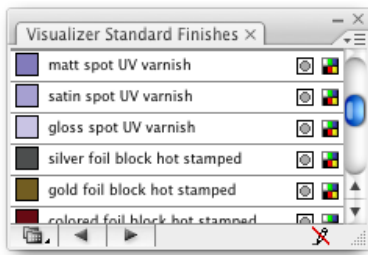
Visualizer showing a folding carton box with emboss and hot foil.

How it works

Visualizer combines artwork from a PDF or a variety of other formats with structural design information from ArtiosCAD or one of the Studio Toolkits.

Visualizer interprets or adds information about substrates, special inks and finishes, and delivers a variety of realistic moving, interactive 2D and 3D representations of the final product. Users can then output high resolution snapshots images, QuickTime® movies, VR interactive views and image sequences.

Print and finishing effects



The real-time visuals are ultra-realistic thanks to a patented print modeling technology. Visualizer simulates the printing and finishing operations one by one, in the correct order, and on the right substrate. So what you see, doesn't only look great, it's also technically feasible.

Visualizer comes with a special finish color book for Adobe® Illustrator®, ArtPro and Neo. So you can choose finishes, save as a PDF and automatically build the print process in Visualizer. But you can also import PDF or image files and experiment with different finishes directly in Visualizer.

Shapes

Visualizer not only shows flat sheets but also boxes and flexible packaging. The corrugated or folding carton shapes are supplied by ArtiosCAD, Score! or Studio Toolkit for Boxes. The flexible packaging shapes come from Studio Toolkit for Flexibles. Visualizer works with exactly the same shapes as Studio, the 3D interactive plug-in for Adobe® Illustrator®.



Flexible package with a metalized substrate, printed with a white backing and several spot colors. The shape was made with Studio Toolkit for Flexibles.



Visualizer for Labels showing a label with a clear substrate, a silkscreen white, process colors, a hot foil and a glitter varnish.

If you only need to visualize print with special finishes on a flat or curved sheet, Visualizer for Labels offers an efficient solution. Visualizer for Labels has the same set of substrates and operations.

Share

Visualizer is all about communication. You can send a Visualizer file to your client. He can download Visualizer and use it as a free viewer and look at it in exactly the same way as you do. Or you can make a snap-shot image, or – even better – a QuickTime® movie.

Features

Open, create and modify

- import structural design from **ArtiosCAD**, **Score!**, **Studio Toolkit for Boxes** or **Studio Toolkit for Flexibles**
- auto-build print sequence from PDF file
- manually select graphics images from PDF, EPS (Mac only), Postscript (Mac only), Photoshop®, PSD and a wide range of bitmap image types

Materials and operations

- wide range of substrates (papers, boards, plastic films)
- process colors, spot color, special inks (metallic and fluorescent)
- varnish, lamination, foil, emboss/deboss, glitter/flitter
- proprietary inks: PANTONE MATCHING SYSTEM®, Eckart®, MetalFX®

Viewing

- rotate model, move viewpoint, pan, zoom, adjust field of view
- view Operation Stack showing print process sequence
- switch between flat sheet, die-cut sheet, and folded views
- make print or finishing operation invisible/visible
- select viewing environment and use colored or user-supplied image backdrop
- save and restore view presets
- view array of multiple models

Output

- save as Visualizer EVZ file which can be viewed with the free viewer program
- output high resolution snapshot image as JPG, PSD, PNG, TIF, TGA, BMP
- output QuickTime movies, VR interactive views and image sequences
- print current view + print actual size



Die-cut sheet viewing

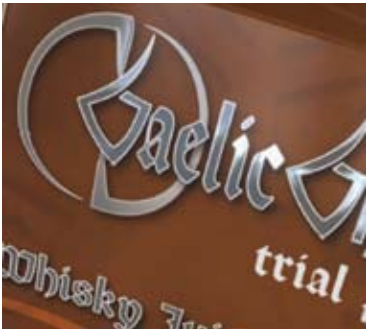


Folded box viewing

Benefits

With Visualizer you can now...

- **Reduce the need for mockups and proofs** – use email and web to instantly communicate complex packaging designs, even with special finishes like spot UV varnish, foils and embossing
- **Avoid errors, misunderstandings and wastage** – send Visualizer images and animations to colleagues, clients, printers and converters so they know just what the package should look like
- **Accelerate your projects** - speed up sales pitches, reviews, market research, marketing collateral, transfer to production – and shorten time-to-market
- **Explore creative options** – instantly check the appearance of your packaging concept in the retail environment, compare the effects of different substrates, inks and finishes, to maximize shelf impact



With Visualizer you can try different options in a matter of seconds. From left to right: A silver hot foil, a silver ink with embossing, a gold hot foil with embossing.