

Dynamic packaging visualization



Visualizer

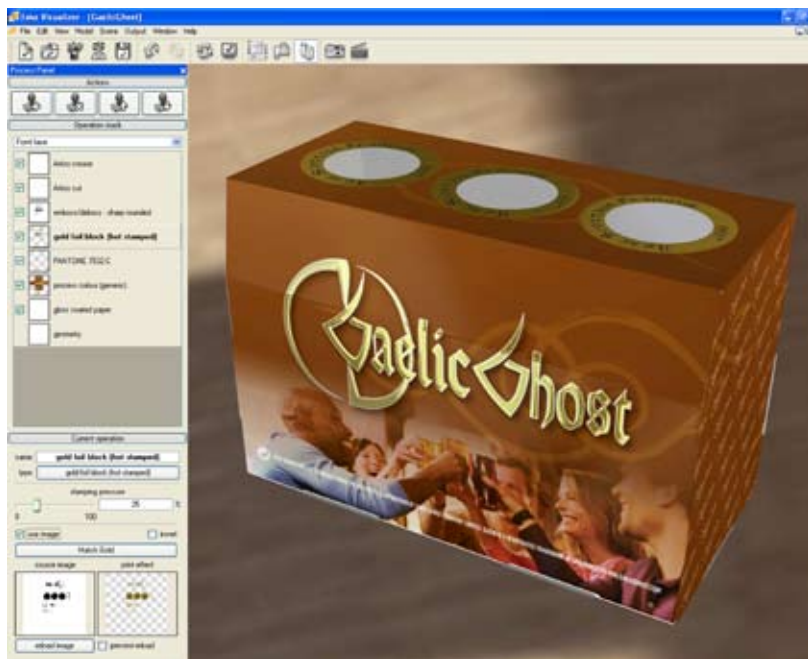
Visualizer lets you combine graphics, print information and structure to generate highly realistic, moving visuals of a packaging design.

Use Visualizer for Mac and PC to quickly create convincing, 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.

Evaluate and communicate the impact of the substrates, inks and special finishes a lot cheaper and faster than with a physical mock-up.

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. You can then output high resolution snapshots images, QuickTime® movies, VR interactive views and image sequences.

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



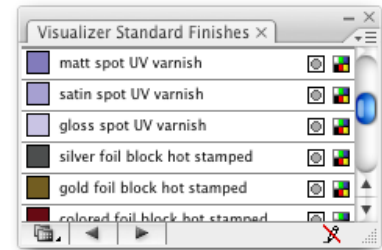
Print and finishing effects

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 print modeling of a foil board overprinted with black, pink and yellow, an opaque white, a holographic hot stamp foil, micro embossing and rounded embossing.

Works with your data

Visualizer comes with a special finish color book for Adobe® Illustrator®, ArtPro PackEdge 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.



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.

Shapes

Visualizer not only shows flat sheets but also boxes, flexible packaging and beverage cans. The corrugated or folding carton shapes are supplied by ArtiosCAD or Studio Toolkit for Boxes. The flexible packaging shapes come from Studio Toolkit for Flexibles. The cans are supplied as a Collada file. All the shapes that work in Studio (the 3D plug-in for Illustrator) also work in Visualizer.

If you only need to visualize print and special finishes on a flat or curved sheet, **Visualizer for Labels** is a less expensive solution. Visualizer for Labels offers the same elaborate set of substrates and operations.



A composition of four snapshots from Visualizer and a few brush strokes for the drop shadows.

Features

Open, create and modify

- import structural design from ArtiosCAD or Studio Toolkit for Boxes
- Import flexible packaging shape from Studio Toolkit for Flexibles
- Import Collada files of beverage cans and other custom shapes
- 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 ink sets from PANTONE®, Eckart®, MetalFX®
- proprietary varnishes from Fujifilm® and Sakata INX®
- Kurz® holographic foils



Die-cut sheet viewing

Viewing

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

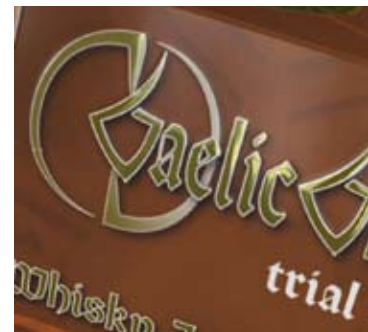
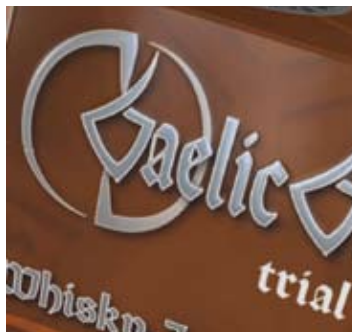
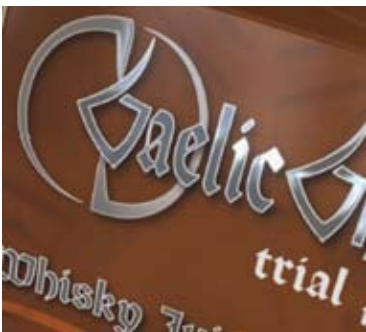


Folded box viewing

Benefits

With Visualizer you can now...

- **Reduce the need for mockups and proofs** – use email and the 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.

Download the free viewer and look at more samples on www.esko.com/visualizer