



As promised, here comes the second Customer Story, about Veloce Interactive who produced a large scale project for one of Alcatel's French R&D Offices. We want to thank Frederic Moreau and Jerome Tinard for sharing their work with us.



**VELOCE INTERACTIVE**

Veloce Interactive is a 3D creative studio using techniques, only seen so far in video games production, to make interactive 3D content, but also to speed up the rendering of pre rendered images.

Its clients are: Aeroports de Paris Ingenierie, Barthelemy & Grino, BEG Ingenierie, Sagem, SEDOC, Sephora, Siemens, Ubisoft ...

**Project Montaigne**

For Project Montaigne (setup of a world class R&D centre in Essonne - France), Alcatel asked Veloce Interactive to present with images the Villarceaux Site in Nova.

Alcatel contacted us through its partner, Ares, with two specific requirements that Veloce Interactive addressed with one solution only:

- first: to present the site of Villarceaux with a one or two minutes long 3D animation for the press conference
- second: to present it to the employees so that everyone can see it under any angle

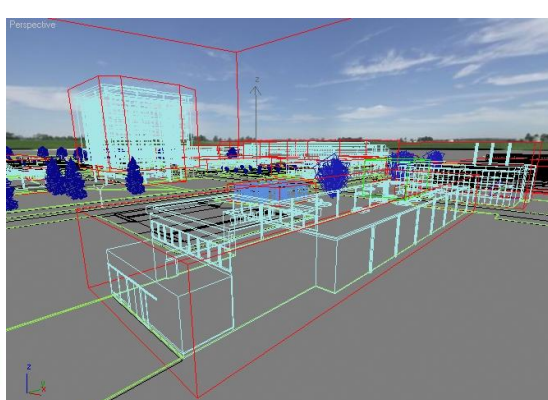


**Content creation tools**

For creating the interactive mockup, we used the following tools:

- Autodesk 3ds Max for modelling the buildings and the environment
- Vertice Nova Engine for real time 3D
- Bionatics NatFX for project's vegetation

The integration of Nova into 3ds Max allowed us to get the best of its functionalities, very complete for producing real time content. The use of Vault (projects management tool from Autodesk), was also a great help for the management of the project and allowed a better collaboration, even within a small team.



**Benefits of real time 3D in this project**

Real time 3D allowed us to answer two requests with a unique solution. We have created an interactive virtual model allowing to visualize the whole project. When rising the visual quality of the model, it is then possible to create a movie on the fly from the NVidia Quadro card's output. The major benefit of this technique is the reactivity that it offers.

Once the movie file created, Alcatel has asked us for another sequence to fit the audio comment when editing the movie. This is the kind of modifications that are frequently asked in traditional 3D animation project, and that increase delays and budgets. In this case, our production methodology has allowed us to deliver an extra one minute sequence within a very short time and with a very limited extra cost.



**Veloce Interactive Projects**

The quality of the 3D animations used as communications tools has constantly evolved during the last years. Pre rendered 3D techniques evolve towards photo realism but these evolutions do not offer anything new to industrials who would like to show their projects with images. On the opposite, real time 3D animations are now reaching a high level of realism so that we are able to present very ambitious architectural projects and also offer a real added value in terms of communication: interactivity.

This interactivity becomes very useful when presenting projects to decision makers, as it allows them to take decisions on changes to be made on the project and this together with the client. Lighting, materials, colors, space planning are choices that can be made easily with the appropriate tools.

Working very closely with the Game creators, Veloce Interactive continues to develop the tools and know-how that are necessary to realize interactive presentations, always offering more realism, but, above all, more interactivity.

**Key Figures of the Project**

- 960 000 meters square
- 21 buildings
- Total length of the Project: 1 month
- Taskforce on the project: 2
- 190 947 faces, 86 MB of Textures
- 1600x1200, Anti-aliasing 5X, AnisoFiltering 16X
- + 30 frames/seconds on a NVidia Quadro FX1400



**Conclusion**

The integration of Nova into 3ds Max and its ease of use are its strengths but it is also the open structure of the software that makes us choose systematically Nova for large scale productions.

Furthermore, the reactivity of Vertice support and development team makes of Nova THE solution to answer the needs and constraints of large scale projects.

