



REAL-TIME 3D TECHNOLOGIES ISSUED FROM THE VIDEOGAME AT THE SERVICE OF THE BOATING INDUSTRY

Realization of a pleasure boat with NOVA of Vertice



Realization of a pleasure boat by Laurent Vicherd –3D Artist

Toulouse – December 9 2009 – Laurent Vicherd, independent 3D graphic designer, worked on the representation, with a realistic rendering, of a pleasure boat in real-time 3D thanks to the **Nova** solution by Vertice, creator and editor of the NOVA real-time 3D engine.

○ **TARGET**

For the last ten years, Laurent Vicherd has focused his 3D competences and his passion in the video game and the boating industry, at the service of 3D projects in various sectors. He is experimented in the field of architecture and has just conceived a 3D representation of a pleasure boat inspired from the famous models of the boats manufacturer Jeanneau.

Laurent Vicherd wished to show how real-time 3D technologies, more usually used for the creation of realistic 3D contents in the video games, can apply to other more professional fields.

With this intention, Laurent Vicherd chose to carry out a 3D application in the boating industry, a field selected by personal interest and because of the low number of 3D projects done by the manufacturers to communicate on their products.

○ **CHOICE**

In 2009, Laurent Vicherd was looking for a real-time 3D solution able to answer his selection criteria: simplicity and graphic quality. He then selected four offers on the market, of which Quest 3D and Shiva, which are quickly isolated because of their complexity of use. Moreover, none of them had an international version and didn't

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have enough tutorials so that he could make a 3D realization quickly. His choice was thus made on the NOVA by Vertice solution.

Moreover, Laurent Vicherd began this project with a strong constraint: he did not have the original design plan of the boat to reproduce it. Despite everything, he found, after some research on the Web, an incomplete version of the boat plan to start the 3D recreation of it.

Two months of work were necessary: Laurent Vicherd proceeded to the exact reproduction of measurements, the visit of boats at shows, and made pictures of the exteriors and the interiors (wood, decks, instrument panels...) to create its own textures. The modeling was made starting from 3ds Max then exported to NOVA by Vertice to get it in real-time 3D.

○ **BENEFITS**

A 3D realization has a multiple interests for a boats manufacturer:

- On the one hand because it is a true asset for internal communication (virtual model) and for external communication (interactive virtual visit on a show for example) which helps in the decision making process.
- In addition, from a user point of view, in order to visualize more easily and to get immersed as if he was at the wheel.

Thanks to the principles of the virtual visit or of the 3D simulator, a boats manufacturer will be able to give a real added-value to his products. The 3D emphasizes a product while making it realistic and while allowing the user to interact with it in order to create a total immersion as if it had it in hands.

The virtual visit of Laurent Vicherd leaves a total freedom to the user: conceived as a game, the boat has an interactive part presented as an interface at the bottom of the screen in order to be able to move and choose the zones one wishes to visit.

It is also possible to launch an "animated camera" mode to start an automatic visit and to make an owner's visit. The visitor can personalize the colours among a suggested choice (extensible), personalize the hull, change the leather of the seats, personalize the wood colour on the bridge, etc

"This example of virtual visit was conceived for the luxury boat industry, and so I wanted an application which was reaching a certain level but was also something different from what had been made up to now, through offering a clear interface, which allows various interactions without using the keyboard. Many customers are not familiar with the use of a keyboard, they want something simple and fast, with easy movements of mouse or with a joystick," adds Laurent Vicherd.

About Vertice

Founded in 2002, Vertice is located in Toulouse. Vertice is a Young Innovating Company (JEI) which was elected in 2003 1st Innovating Company at the time of the Mêlée Numérique. Vertice develops and distributes the Nova range and accompanies its customers in the customization of applications. www.vertice.fr