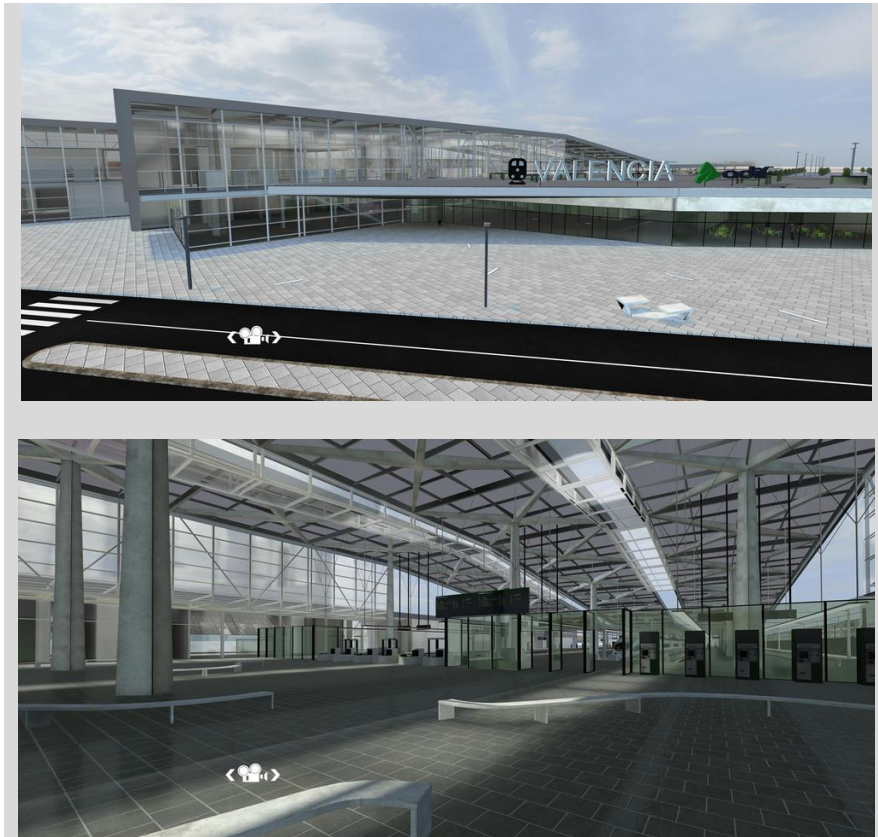




Vertice™

PROIN 3D calls upon VERTICE on behalf of the ADIF so to immerse the public in an interactive 3D model of the future TGV station of Valencia (Spain)



Toulouse – July 20 2010 – The **ADIF**, Administrator of the Spanish Railway Infrastructures, makes discover the future TGV station of Valencia (Spain) thanks to a real-time 3D modeling realized with the **NOVA for 3ds Max of VERTICE** solution, solution of creation and visualization of interactives 3D contents.

GOAL

To prepare its presence to the 30th edition of the FITUR in Madrid (International fair of Tourism), the **ADIF** (Administrator of the Spanish Railway Infrastructures) wished to offer to the public a virtual interactive 3D model representing the future high-speed station of Valencia.

GET REAL TIME IN NO TIME

○ CHOICE

PROIN 3D, intervening for the **ADIF**, adopts the NOVA 2009 solution of **VERTICE** to create an interactive model of future TGV station of Valencia.

Before the real-time realization, PROIN 3D was charged to conceive and realize for the ADIF a 3D film presenting the project of the station. All the 3D modelings and animations were done with the 3ds Max and Vray. The move to real-time was done with NOVA 2009 of VERTICE, after a large work of optimization of the 3D model and its textures. In spite of a plural offer on the 3D market, three reasons justify the choice of the NOVA 2009 of VERTICE solution:

- Its compatibility with 3ds Max, main 3D tool of ADIF.
- Its quality of rendering (shadows and reflexions), its ease of use and the no Royalties commercial policy.
- The customer assistance ensured by VERTICE.

In order to improve this 3D experience, the real-time project - allowing an immersion in the future infrastructure of the LGV LEVANTE - was projected at the show on a 6 meters diameter circular screen. Not less than 210.000 visitors present this year thus could discover and evolve in the real-time 3D scene using a joystick.

○ BENEFITS

"It is a big innovation in Spain in term of 3D applied to the infrastructures. With the appearance of this new tool, the decision makers and the clients foresee for certain projects broader perspectives to communicate with the populations, for their public dialogues," explains Bernard Bressy, in charge of the commercial development of PROIN 3D.

The ADIF finds, through real-time, a new way of communicating, a powerful and ludic tool because it is interactive. It is a complementary tool, which does not have the role to replace the informative videos already used for the presentation of projects.

The real-time 3D project of the TGV station of Valencia is thus a true success which should allow the opening of new markets.

About VERTICE

Vertice est un éditeur du marché de la 3D interactive fondé en 2002 et situé à Toulouse. Filiale de Bewise (groupement de SSI de haute technicité fondé en 1999), Vertice développe et commercialise une gamme de produits innovants appelée Nova. Vertice propose aussi un accompagnement personnalisé de ses clients dans leurs projets novateurs sur la 3D interactive. www.vertice.fr

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