



Vertice™

VIVO STUDIO CALLS UPON VERTICE INTERACTIVE 3D TO PROMOTE THE SALE OF THE JUVENTUS STADIUM TICKETS



Toulouse – September 13 2010 – Vivo Studio, 3D video, 3D images and real time 3D specialist, adopts the Nova solution of VERTICE, to offer to the tickets salesmen of the Juventus stadium a tool of assistance to the sales, based on an interactive 3D representation of the stadium.

WHO IS VIVO STUDIO ?

Vivo Studio, company founded in 2009 by Daniele Suppo and Franca Pigozzi, is an Italian actor of the 3D market. This dynamic small firm works in the realization of 3D productions and projects in real-time, mainly in the fields of architecture and design.

GOAL

The main objective was to offer to the tickets salesmen of the Juventus the best tool to sell the seats (only sky-box & platform) of the new stadium. In addition, Vivo Studio wished to give a maximum of satisfaction to the customers by offering him an optimal visualization of the seats available, thanks to the 3D interactive.

CHOICE

Although enthusiastic user of Quest3D, Vivo Studio abandoned it because of its complexity of use and a requirement in targeted functions which the software was not able to answer.

Vivo Studio then moves to the Nova solution of VERTICE, to start this project in 2009. The offer of VERTICE seduced them because of its good integration in 3ds Max, and of its easiness of use.

GET REAL TIME IN NO TIME

« At the start we had only little time to create the project, which was approximately a month and half only. The project of the stadium was still at its beginning, but we were already sure to have to modify the form, the textures and the lighting during the project. For this reason, it was necessary to choose a very quick and easy pipeline of production for all the team. If we have had to switch several times from a software to another to visualize the interactive 3D scene to make a decision and to modify the project, that would have been a true difficulty. It was thus necessary to have completely integrated software» **explains Daniele Suppo founder of Vivo Studio.**

○ BENEFITS

Thanks to VERTICE, Vivo Studio created a complex project and of a beautiful quality of rendering in 4 months (interface, videos, 3D real-time, music, etc) by associating it with the software used on a daily basis (3ds Max) without any specific knowledge and with easiness for the majority of the members of the team.

The majority of the project - in real-time 3D - was very easy to develop and manage. With the Actions Builder (and a little bit of code) Vivo Studio could put together all the elements within one application, very easy to distribute. Vivo Studio could thus answer the expectations of its customer - the Juventus stadium -, very quickly, with few computer resources.

About VERTICE

Vertice est un éditeur du marché de la 3D interactive fondé en 2002 et situé à Toulouse. Filiale de Bewise (groupement de SSII 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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