



# Green-tech 3D product demo animation

Communicating the complex installation process and underground system to customers in this product demo animation



Case study by  
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## Communicating the complex installation process and underground system

Green-tech's Mona Plantsava™ is a revolutionary irrigation system used in a variety of internal and external planting applications and landscaping projects. Following the earlier production of static brochure visuals, Green-tech commissioned CADS to create a step-by-step video of the Plantsava™ irrigation system.

3D animation needed to communicate a complex message that covered both the installation process

and demonstrated how the system works underground. By using cutting-edge 3D visualisation technology, CADS was able to create a realistic animation that communicated the product's features and benefits and was more cost-effective and less time-consuming than alternative options such as photography and studio setups.



## Marketing materials from 3D visualisation

Additionally, Green-tech benefited in cost and time savings from being able to update the videos for new scenarios and product updates. They have also been able to take very high-quality static and moving images for use across a range of marketing materials including, brochures, websites and even exhibition stands.

## Barry Brown Technical Development Manager, Green-tech

“We are delighted with the 3D visuals and animations that CADS has created for us to demonstrate our Mona Plantsava™ irrigation system. We are using the animation on our website, giving viewers a very clear understanding of how our system works.

CADS quickly understood what we wanted to communicate and we loved the ideas they proposed to us. The animation has meant we can clearly communicate a few



challenging messages to potential customers and update these cost effectively if situations change. We have also been able to use still images from the video for various marketing materials which means we have got significant value from our initial investment.”

# Ready to get your project started?

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