

A large industrial fan, possibly a turbine or compressor, is shown in a dark, industrial setting. The fan's blades are visible, and a green wireframe mesh is overlaid on the entire scene, highlighting the 3D visualization technology. The fan is part of a larger machine, with various pipes and structural elements visible in the background.

Part of INCREON

INVIZCOM

The Interactive 3D Visualization Company

NEW

GAMING TECHNOLOGY MAKES IT POSSIBLE!

MORE POWER

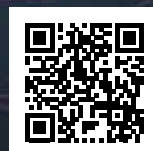
**FOR SALES, RECRUITING
AND MARKETING**

**3D VISUALIZATION,
CGI, DIGITAL TWINS,
VIRTUAL REALITY**

FROM THE REAL TO THE VIRTUAL

VISUALIZATION, ANIMATION
AND SIMULATION

Background image on this page:
3D visualization of a jet engine. Scan
the QR code to view the video!



78%



overestimate the effort and costs of CGI/3D visualizations, 3D animations, and 3D simulations.

Source: INVIZCOM Industry, Technology, and B2B Panel

Industrial, technology, and B2B companies assume that CGI/3D visualizations, 3D animations, or 3D simulations break their budgets and are too expensive relative to their benefits.

At the same time, most industrial, technology, and B2B companies hardly have concrete ideas of the possibilities offered by today's CGI. They think that CGI is mostly used in the film industry (cinema, TV) or B2C communication.

Nor do they know that gaming technology can now be used to implement interactive **real-time 3D visualizations** quickly and relatively inexpensively.

think that classic video or photo shoots are cheaper in the long run than images or videos created using CGI (Computer Generated Imagery)

Source: INVIZCOM Panel Industrie, Technologie, B2B

84%



Too few companies use CGI/3D visualization as a competitive advantage in technical sales!

CGI / 3D visualization enables you to **increase the visibility and availability** of your industrial products in marketing, sales, and recruiting. It allows you to broaden the understanding of your products while offering lasting product and brand experiences.

FROM GAMING TO MULTI-TOOL

FOR MARKETING, SALES
AND RECRUITING

A revolution in industrial marketing communication

Almost no industrial company can present all its innovations, prototypes, and machines in one place. After all, heavy objects and large plants cannot simply be transported from A to B.

We have the solution: In the interactive digital 3D showroom (virtual showroom), the entire product and service offering is presented to customers, stakeholders, and employees on any computer via Internet – photorealistically, in real time, in every detail.

The **interactive digital 3D showroom** is a virtual world in which everyone can move around live as they wish. Products, machines, or entire plants can be brought to life. Production processes can be presented virtually in a form never seen before. Products can be marketed even before the first prototype has been manufactured.

For more on the virtual
showroom, follow the link
via QR code.



99%

do not know that virtual showrooms work like immersive **online worlds** in which users **move in digital space** just as smoothly and freely as in an **online game** to experience products, processes, and equipment there live.

Source: INVIZCOM Industry, Technology, and B2B Panel



Modern gaming technology is now a multi-tool. Today, creating an interactive digital 3D showroom is quick, cost-effective, and efficient. Marketing, sales, and recruiting are enhanced over the long term by presenting products in virtual showrooms.

FROM CAD TO INDUSTRIAL-CGI

FOR VISUALIZING PRODUCTS,
MACHINES, PLANTS,
PROCESSES, AND ARCHITECTURES

Platform for unlimited content

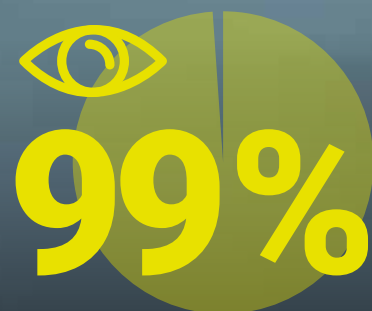
Digitalization is changing all areas of industry. CAD has been the standard for a long time. However, most companies do not take advantage of their CAD data to generate photorealistic virtual presentation worlds quickly and simply.

Digital twins are the starting point – the basis for all sorts of CGI images, CGI videos, 3D animations, 3D simulations, interactive virtual showrooms, augmented reality (AR), virtual reality (VR), and 3D web applications. They are the basis for unlimited content.

Until recently, generating digital twins was quite expensive. In the past few years, the technology has changed drastically. **Today, virtual worlds are built with a manageable amount of time and money.**

Data standards based on efficient CGI workflows across teams are the prerequisite. The aim is responsive development and data exchange processes with data compatibility. Once the digital twins and virtual worlds have been created, they can be used without limits, becoming the source of unlimited creativity.

For more industrial
visualization, follow
the QR code.



cannot tell whether an image or video was actually photographed or filmed or whether it was generated by state-of-the-art CGI on a computer with 3D visualization, 3D animation, or 3D simulation.

Source: INVIZCOM Industry, Technology, and B2B Panel

100% use CAD to develop technical products ...

... but fewer than 10% systematically use their CAD data in an efficient CGI workflow to generate photorealistic 3D visualizations or digital worlds for marketing, sales, and recruiting.

Source: INVIZCOM Industry, Technology, and B2B Panel


FEWER THAN ↓
10%

FROM TODAY TO TOMORROW

BRING INTERACTIVE VIRTUAL WORLDS TO LIFE

For more about
3D visualization, follow the
link via QR code.




69%

think that virtual reality (VR) and the metaverse are interesting technologies, but they can hardly imagine how they can put these future technologies to good use for themselves in marketing, sales, and recruiting.

Source: INVIZCOM Industry, Technology, and B2B Panel

89%



think that 3D visualizations, 3D animations, and 3D simulations can boost sales and continually improve marketing and recruiting.

Source: INVIZCOM Industry, Technology, and B2B Panel

It is now possible to use modern CGI technology everywhere at a manageable cost. The consequences of this are disruptive.

We are certain that virtual reality will become the standard in industry – with the constant aim of creating **better customer experiences!**

3D product visualization



Present prototypes early on. Demonstrate products using unlimited possibilities. Create excellent visual impressions with impressive images.

3D visualization of machines



Present machines using unbelievably deep insights. Present prototypes early on. Show superb visual effects for long-lasting impressions.

3D visualization of plants and factories



Depict complex plants and factories. Show every manner of animation and simulation. Display unique perspectives in a nuanced way.

3D visualization of processes



Visualize work and production processes in an easily understandable way. Optimize workflows; increase efficiency. Essential for Industry 4.0.

3D architectural visualization



Create certainty in planning. Help to identify errors. Must-have for presenting design and architectural concepts. Improve the ability to imagine.

NEXT-LEVEL MARKETING WITH US

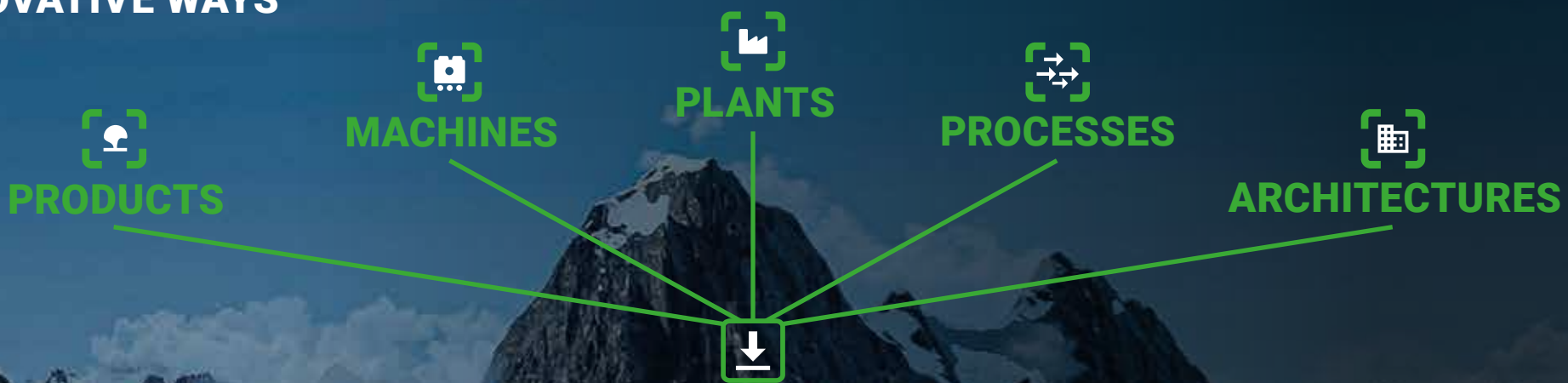
CREATE LONG-LASTING IMPRESSIONS BY SHOW-
CASING IN RADICALLY INNOVATIVE WAYS

We offer you full-service CGI for high-end 3D solu-
tions and virtual realities! We link broad experience
to the latest technologies. We live virtually. **We love
the industrial, technology, and B2B sectors.**

**We are INVIZCOM. We are THE INTERACTIVE
3D VISUALIZATION COMPANY!**

INVIZCOM
100%

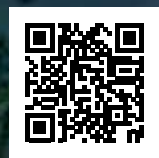
We are 100 percent
convinced that CGI and
3D visualizations and
virtual worlds will revolu-
tionize marketing, sales,
and recruiting.



Data Preparation (CAD), Object Modeling,
Data Optimization, Basic Data Model

REAL BECOMES UNREAL
Creation of photorealistic virtual worlds

- 3D Web Applications
- 360° Presentations
- 3D Showrooms
- 3D Animations
- CGI Images
- CGI Videos
- 3D Simulations
- Virtual Testimonials
- Augmented Reality (AR)
- Virtual Reality (VR)



You are very welcome to visit us.
Follow the link via QR code to
contact us directly.

FROM OUTSIDE TO INSIDE

UNIQUE PERSPECTIVES AND INCREDIBLY IN-DEPTH INSIGHTS

The benefits of state-of-the-art CGI
for industrial, technology, and B2B
companies:

- ↓ 3D CGI lowers your marketing costs.
- ↗ 3D CGI enhances your brand experience.
- 😊 3D CGI satisfies your customers.
- 🚀 3D CGI increases your turnover.
- 📧 3D CGI digitalizes your enterprise.
- 👥 3D CGI impresses your employees.
- 👍 3D CGI improves your communication.



90%

think that they need to get better at digitalizing
marketing, sales, and recruiting – especially with an
eye on digital twins, virtual showrooms/metaverse,
and virtual reality (VR).

Source: INVIZCOM Industry, Technology, and B2B Panel

CGI images



CGI images create a more immersive customer experience. Traditional photography shows its limits in comparison. CGI has no limits! Use it to make incredibly strong impressions.

CGI videos



A shoot needs neither a location nor perfect weather or light, just a product. CAD data are used to create stunning, photorealistic results. Any setting is possible – futuristic, realistic, or natural.

3D animations



Animation is the art of bringing models, machines, and figures to life, creating a believable feeling for the real world. An object can be viewed from any angle – and its functionality not just from the outside looking in, but everything inside as well.

3D simulations



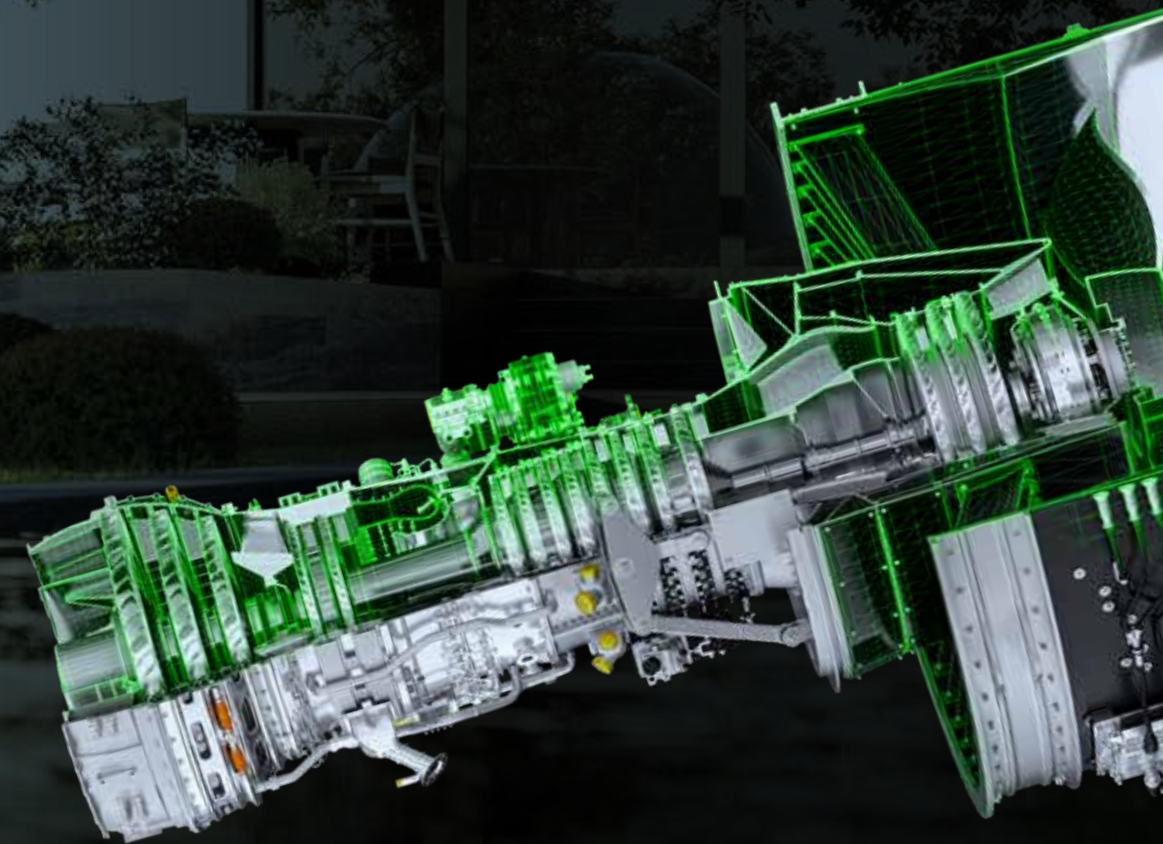
Any substance whatsoever can be simulated – water, rain, wind, oil, cream, rubber, anything. There are no limits: smoke with flames, explosions, liquids and particles for rain, sparks, and processes.

3D showrooms



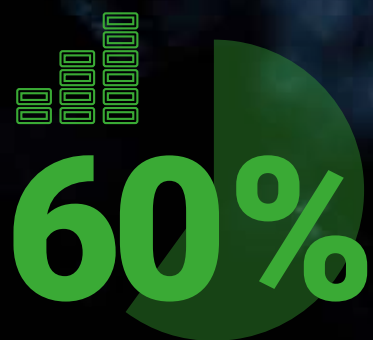
Innovations, prototypes, and machines can be presented anywhere and anytime. Products can be marketed even before the first piece is produced: in their own unique virtual brand world.

We are your
3D CGI agency.
More about us.
Follow the link
via QR-Code .



FROM RATIONAL TO EMOTIONAL

BRING INTERACTIVE VIRTUAL
WORLDS TO LIFE!



of the industrial, technology, and B2B companies that use 3D visualization today believe that the share of 3D/CGI solutions in marketing, sales, and recruiting will rise strongly or very strongly in the next five years.

Source: INVIZCOM Industry, Technology, and B2B Panel

Virtual testimonials



Virtual testimonials arouse feelings in prospective customers. They add emotional value to information. Virtual brand ambassadors are always present and always in top form – perfectly tailored to a target group or a specific buyer or employee persona.

360° presentations



Instead of taking a simple photo, it is better to show the details in a 360° view. Integrated into a PowerPoint presentation or website, the 360° view creates a convincing experience.

Augmented reality (AR)



Extend the real world through digital content. Unite the best of the digital and physical worlds. Smartphones, mobile apps, and tablets suffice to project visual elements such as images, videos, 3D models, and animations into the visual field of the viewer.

Virtual Reality (VR)

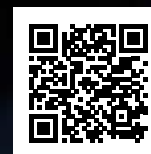


Experience products at close range in interactive 3D worlds. Make virtual tours, interact with real products and machines, walk through virtual showrooms, and immerse yourself in content.

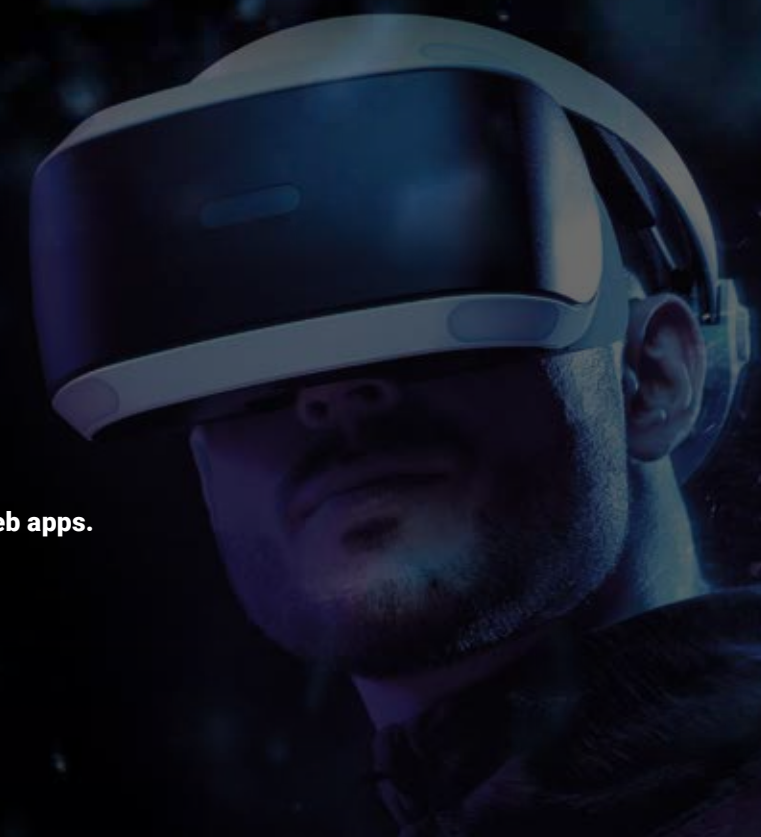
3D web applications



3D visualizations can be integrated into websites as interactive real-time 3D web applications, as 3D animations and promotional 3D presentations – for configurators, on-line shops, technical explanations, and e-learning content.



More about AR, VR and 3D web apps.
Follow the link via QR-Code.



Clearly defined processes ensure that the 3D workflow runs perfectly and efficiently – from preparation and analysis, through definition of goals and strategy, to project organization and planning, along with implementation, control, evaluation, and monitoring.

As specialists, we therefore guarantee **high-end 3D solutions over the long term**. You receive **everything from a single supplier for more and better customer experiences**.

FROM CHAOS TO WORKFLOW

FROM VIRTUAL SETUP TO VIRTUAL PRODUCTION

Find out more about INVIZCOM by following the link via QR code.



93%

of the industrial, technology, or B2B companies work only from project to project with freelancers or smaller agencies for 3D visualizations and do not have a strategic partner for CGI/3D visualization.

Source: INVIZCOM Industry, Technology, and B2B Panel

Virtual Workflow

- NON-BINDING FIRST CONTACT**
Background, requirements, getting to know each other
- VIRTUAL STRATEGY**
Quick wins, mid- and long-term goals
- 3D SPARRING PARTNER**
Ongoing support and improvement



Virtual Setup

- VIRTUAL BRAND WORLDS**
Space, setting, elements
- VIRTUAL STUDIO SETUPS**
Background, environment, camera, lighting
- VIRTUAL STANDARDS**
Data standards, materials, textures, FX, motions



Virtual Production

- VIRTUAL WORKFLOWS**
CAD import, data optimization
- VIRTUAL SOLUTIONS**
CGI images, CGI videos, 3D animations, 3D simulations, interactive showrooms, virtual testimonials, 360° presentations, augmented reality (AR), virtual reality (VR), 3D web applications



INVIZCOM supports enterprises in all things virtual worlds and virtual product and brand experiences – holistically in the sense of digital excellence.

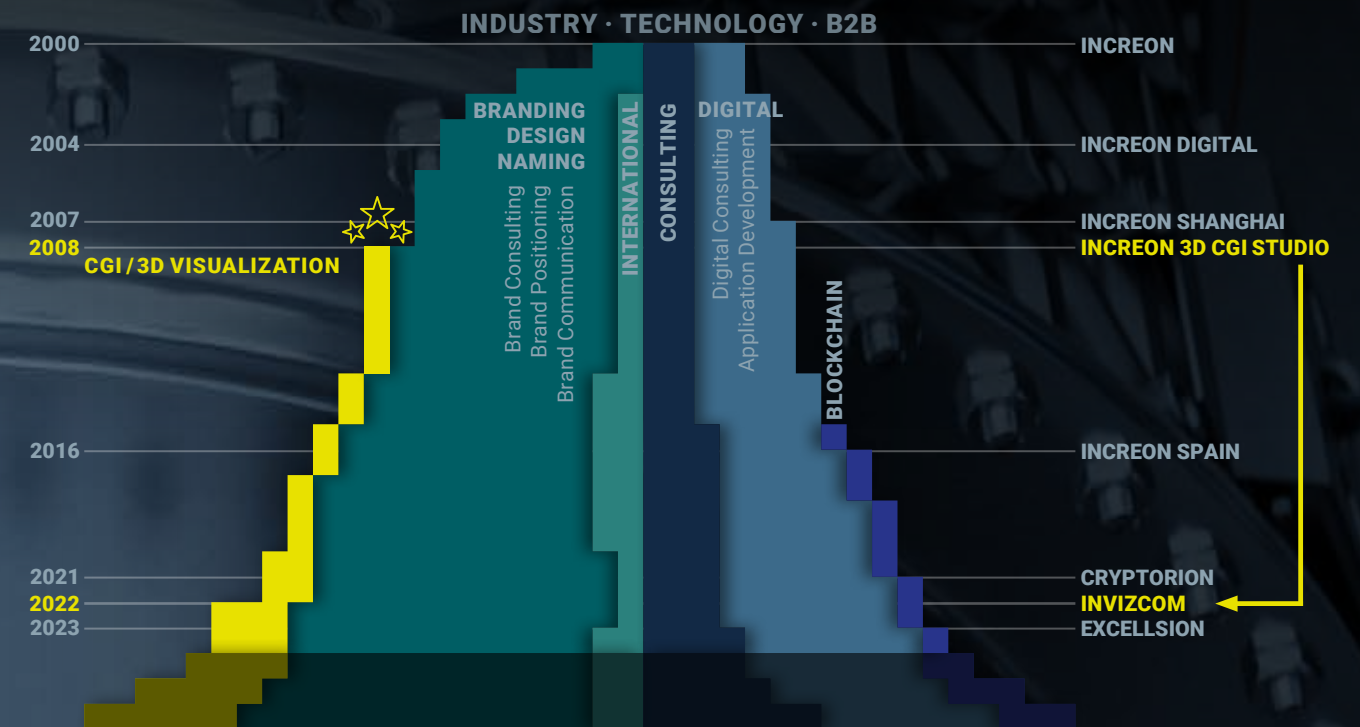
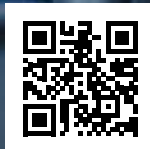
From strategy and standardizing data to 3D branding, we are your CGI sparring partner that makes your organization fit for the long term and take your **marketing, sales, and recruiting to a new level.**

3D visualizations, 3D animations,
and 3D simulations. High-end CGI.
Digital twins. Virtual reality ...

WE ARE YOUR STRATEGIC PARTNER

FOR AMAZING VISUAL IMPULSES
AND RIVETING INTERACTIVE EXPERIENCES

Find out more about INVIZCOM
by following the link via QR code.



INVIZCOM – decades of experience in the industrial, technology, and B2B sectors

We started with CGI/3D visualization at INCREON in 2008. Since then, we have steadily grown our team to take on more assignments. In 2022, we gave our team its own name:
INVIZCOM · The Interactive 3D Visualization Company.

The companies behind INVIZCOM: INCREON, founded in 2000, is one of the leading naming and branding agencies for industrial marketing communication, located in **Munich and Shanghai and specialized in industry, technology, and B2B.** INCREON Digital, founded in 2004, is a highly specialized innovative web agency. INVIZCOM takes advantage of this knowledge as your full-service CGI partner.

We're looking forward to meeting you. Let's get to know each other without obligation in a consultative meeting – via MS Teams or in person.

+49 89 962286-0
team@invizcom.com



INVIZCOM

CGI Images

CGI Videos

3D Animations

3D Simulations

3D Showrooms

Virtual Testimonials

360° Presentations

Augmented Reality (AR)

Virtual Reality (VR)

3D Web Applications

Data Optimization and Data Models

CGI for Industrial, Technology, and B2B Companies

INCREON GmbH
Dept. INVIZCOM
Robert-Bürkle-Straße 3
85737 Ismaning / Munich
Germany
+49 89 962286-0
team@invizcom.com

invizcom.com/en/
The Interactive 3D Visualization Company

