iC3D

iC3D – the all-in-one power to innovate

Whether you're in a creative agency or in-house, as a designer you're under pressure to produce standout creative ideas almost on-the-spot. With brand managers chasing shorter cycle times while wowing the market with new product variations, you're in the hot seat to deliver. It's not easy to innovate with one eye on the clock and the other on production costs.

What if...?

What if you could get photorealistic mockups in minutes, for any packaging type, regardless of production process, product engineering or specialist treatments? iC3D offers you a unique level of packaging design versatility in a single application, allowing you to give full rein to your creativity without compromising on speed of service. It has been developed to deliver life-like virtual representations of your designs irrespective of medium or environment.

For your clients it means faster turnaround and new potential to innovate, as well as the opportunity to test designs and troubleshoot new methods. It also means up to 80% reduction in the design life-cycle. For you, it means unparalleled job turnaround and productivity on routine tasks while exploring creative possibilities that will keep you at the cutting edge of packaging design.

Key benefits of iC3D for packaging designers:

- **Quick, accurate visualization of ideas**
- **Rapid revisions and superfast renders**
- **Less reliance on external resources**
- **Photorealistic mockups for client sign-off**
- **Easier collaboration and troubleshooting**

"The fact that iC3D is an affordable all-in-one solution meant that we could deliver packaging that is innovative, efficient, cost-effective and above all stands out from the competition!"

MARTIN HAWKINS, SUN BRANDING SOLUTIONS

iC3D

Digital packaging mockups
At the speed of imagination

Whether designing for carton, glass, cans or flexible packaging, iC3D produces fast, accurate and photorealistic 3D visuals and prototypes on-the-fly. Capable of accurately reproducing the effects of hyperrealistic materials and techniques, as well as security features, closures, seals and fastenings, you can even custom-build your own product shape and visualize it at point-of-sale. iC3D makes collaboration easy with a free web viewer and cloud storage. Results can also be shared as 3D PDFs and press-ready proofs, animated movies, or even printed out in 3D. No specialist programs or hardware, just a single application using a simple .ai file or PDF for photorealistic results in minutes.

Key features of iC3D:

- **All-in-one design software**
  3D digital mockups for bottles, cans, cartons, POP, labels, flexible bags and shrink film.
- **Direct link to Illustrator & PDF import**
  Real-time creation and artwork editing
- **Easy to learn and use**
  No 3D knowledge required, learn in a day
- **Import Standard 3D Structural Files**
- **3D model creation**
  Create complex models quickly and easily
- **SmartWrap™**
  Apply & slide labels interactively on any object
- **SmartShrink™**
  Apply artwork and shrink to fit in seconds
- **Ray Tracing**
  Create stunning, photorealistic digital mockups
- **Light Map Editor**
  Re-creates photo studio lighting and effects
- **Dynamic Backgrounds & Perspective**
  Real-time merging of 2D images & 3D design
- **Shelving & In-Store Visualizer**
- **Extensive Model, Template & Material Libraries**
- **Print and share**
  Make proofs, animated movies or 3D PDFs
- **Web collaboration using iC3D opsis**

creative edge
SOFTWARE

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