

## Interactive-Visualization and Graphic Design Services

### Creative Services – Overview

The emergence of high tech 3D modelling and animation techniques in the on-line marketing arena has transformed the purchase process across all industry segments enabling buyers to virtually experience and dynamically interact with products that they have never seen before, in ways that were hitherto inconceivable.

Manufacturers, Service Providers and Retailers alike have recognised the need to showcase their products and services by using new age, cutting edge technologies, to leverage the power of online media to obtain point-of-purchase differentiation and competitive advantage, to deliver an enhanced buyer experience and profitability.

Recognising this trend we, offer specialized services in the field of 3D centric interactive-visualization and communication software design and development, providing high quality solutions developed with a unique blend of offshore cost advantages and onsite technical consulting and expertise to ensure optimal Return on Investment.

We study client requirements and develop customised, turnkey solutions in the fields of 3D modelling, animation, content development and deployment, TV-commercials and 3D Web based Presentations. We have provided our Creative expertise to many domestic and foreign companies, including some leading global brands.

Austenite's Services	Austenite's Value Proposition
<p><b>3D Services</b></p> <ul style="list-style-type: none"> <li>• Product Modelling</li> <li>• Automotive Modelling</li> <li>• Character Modelling and Animation</li> <li>• Architecture Walk through and Landscape Designing</li> <li>• Interactive 3D catalogues</li> <li>• TV-Commercials</li> </ul>	<ul style="list-style-type: none"> <li>• A unique blend of UK onsite technical consulting expertise combined with offshore cost advantages</li> <li>• Immediate control of resource costs – could be on a long term basis, while boosting overall productivity</li> <li>• Increase customer satisfaction and service delivery levels while cutting IT expenses at the same time</li> <li>• Provides 24*7 Productivity and Market Response capabilities</li> <li>• Ability to Ramp up and down quickly for greater flexibility and scalability</li> <li>• Transition mid end processes, freeing internal resources to focus on key mission critical areas</li> </ul>
<p><b>2D Services</b></p> <ul style="list-style-type: none"> <li>• 2d Character Animation (Traditional / Flash)</li> <li>• TV Broadcast and Online Ads</li> <li>• Character Designs Rotations</li> <li>• Flash Intros</li> <li>• Logo Design</li> </ul>	
<p><b>Image Processing and Recognition Software</b></p> <ul style="list-style-type: none"> <li>• Morphing Software</li> <li>• Image Analysis Software</li> </ul>	

### Character Animation

Specialising in this extremely skillful area we have developed 2D and 3D characters, sketches, animation and storyboards for TV serials, games, and mascots for various sites.



### Architectural Modelling



Involves, Walkthroughs, Perspectives, Interiors, and Landscaping. Projects include visualisation and modelling of an entire Steel Plant, Banks, and Apartments in 3D for presentations.

### 3D Modelling

We have produced a series of visualisations for companies in the electronics market, – to bring their products to life on the web. Freedom to zoom and spin objects, “click and feel”, move parts, and explore functionalities.



### Product Presentation

Giving a complete look and feel of the product while still in under development – is one of our core competencies. Can also be used for Product Support.



### Software Competencies

We possess competencies in a broad range of cutting edge design technologies such as:

- 3D Studio Max
- Maya
- Macromedia Fireworks
- Macromedia Flash
- Macromedia Dreamweaver
- Macromedia ColdFusion
- Adobe Illustrator
- Adobe Photoshop
- Paint Shop Pro

### Web Development

We help you to ensure that websites are truly state-of-the-art, dynamic, and interactive - from simple, catchy animations to complex, advanced web sites.

#### Web Technologies:

- HTML/DHTML/XML
- ASP/PHP/JSP/CGI
- Java Applets / Servlets/ J2EE
- SQL Server / MySQL / Access / Oracle / DB2

### Logo Design:

Our logo designers work with you in developing the right look and feel for your company.

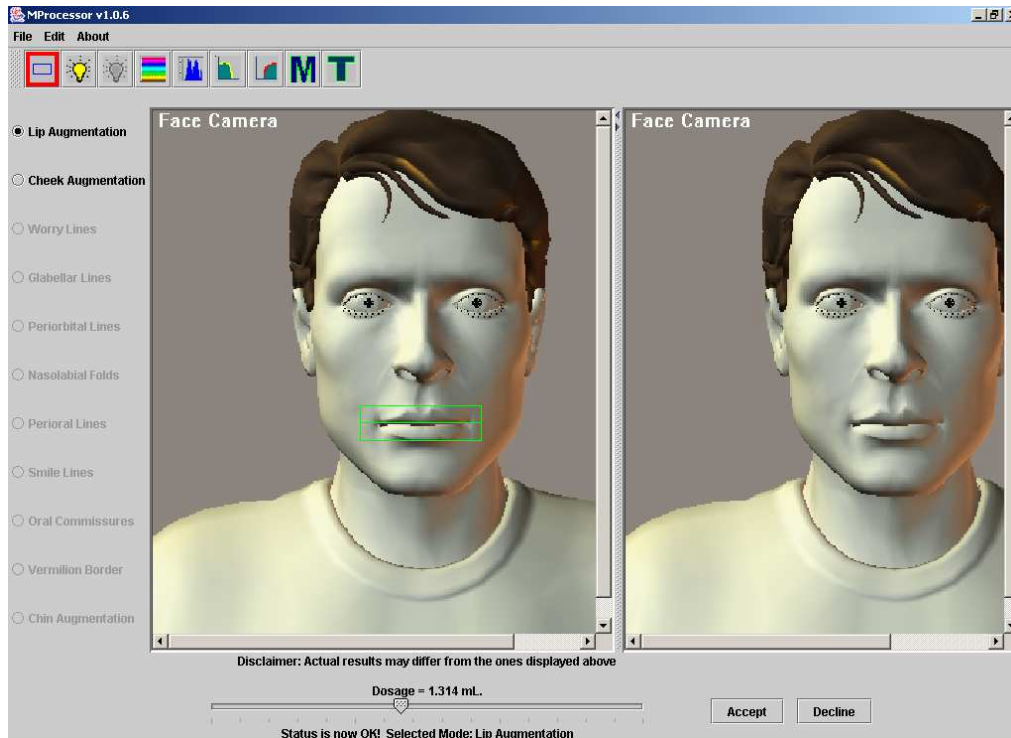
A well designed logo signals the existence of a company, its strength, services and products offered. We work with the aim to create a lasting impression on customer's mind.

### Flash Intros:

With our professional team we develop flash introductions, which acts as an informative movie that will certainly impress the visitor and make your site more vivid and professional-looking.

## Morphing Software

Morphing is the process of transforming one image into another, by computer. Our developed Facial Morphing System is highly specialised and platform independent.



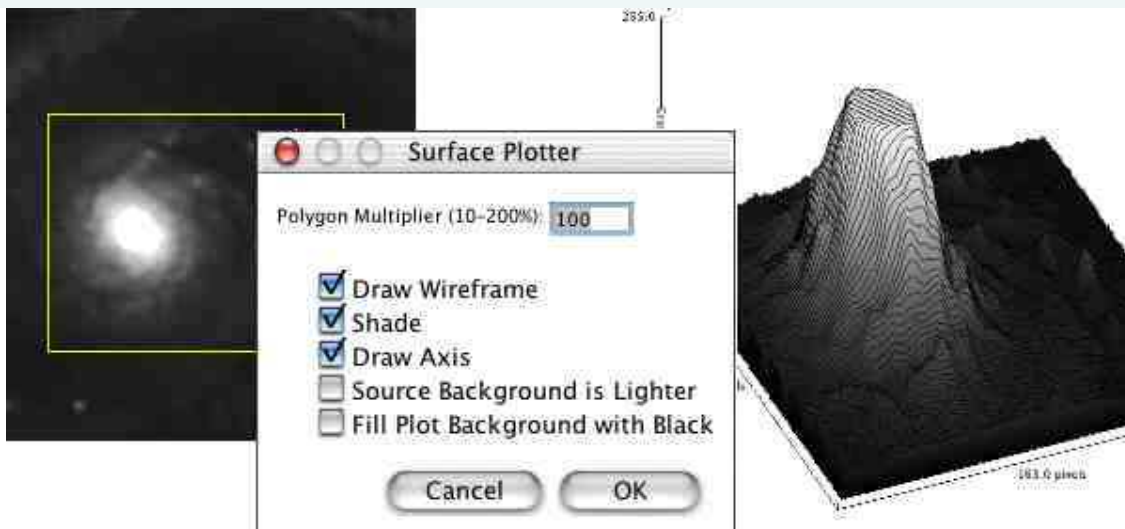
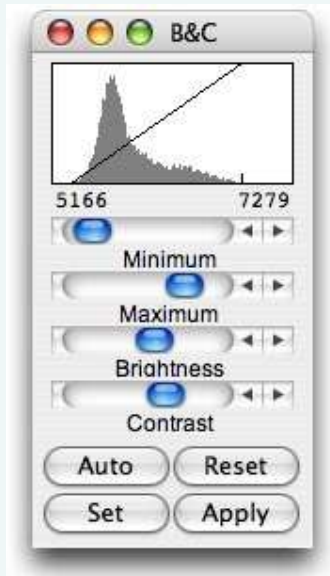
- Provides professional quality warping and morphing abilities.
- Works both as a standalone application and web based application.
- Intuitive shape-based morphing for both ease of use and high degree of freedom.
- Advanced key-framing, blending and distortion tools for total control.
- Ability to do dynamic morphing (also called video morphing).

## Image Analysis Software

Our image processing software is a very flexible application developed in Java and has the ability to be extended by plug-ins.

### Features

- Platform Independent:
- Can work with 8-bit grey-scale or indexed colour, 16-bit unsigned integer, 32-bit floating-point and 32-bit RGB colour.
- Open and save all supported data types as TIFF (uncompressed) or as raw data. Open and save.
- It can filter a 2048x2048 image in 0.1 seconds. That's 40 million pixels per second.
- Have tools provided for zooming (1:32 to 32:1) and scrolling images. All analysis and processing functions work at any magnification factor.
- Supports smoothing, sharpening, edge detection, median filtering and thresholding on both 8-bit grey-scale and RGB colour images. Interactively adjust brightness and contrast of 8, 16 and 32-bit images.
- Can split a 32-bit colour image into RGB or HSV components. Merge 8-bit components into a colour image. Convert an RGB image to 8-bit indexed colour. Apply pseudo-colour palettes to grey-scale images.



*Try Us*