

Burrows

Visualization specialist, Burrows, based in the UK, uses RenderDrive to bring prototype cars to life for the Ford Motor Company.

Burrows has been using ARTVPS's RenderDrive for more than four years to create "real-life" stills and animations of Ford products and used in-house software and the RenderDrive 3D rendering system to create the image of the new Fiesta. Working for Ford's Public Affairs department, Burrows generated these images of the new Fiesta as part of the interactive, electronic press pack sent to the European automotive press for the car's launch, ahead of its public release.

These virtual photographs allow Ford to capitalise on their existing CAD data by producing photorealistic images for use in pre-release marketing and promotion. Such images not only allow the Fiesta to be truly experienced but also reduce the requirement for time consuming and costly use of physical prototypes.



Using RenderDrive, Burrows dramatically increased their performance workflow and quality standards, by giving their designers more freedom and time with their workstations that are no longer tied up rendering the images.

As a Tier 1 partner of Ford, the car's original data is available directly from Ford's CAD engineering application. Burrows import this CAD data into NVisage, its own software system, then onto RenderDrive for rendering. The Fiesta project took 3 months from start to finish and included the production of over 150 images for the electronic press pack and high-resolution stills for print.

CAD data for cars are sent to Burrows in wireframe format and imported into Discreet's 3ds max or Alias' Maya for texturing and lighting. The models are then combined with high-dynamic range background images and rendered with RenderDrive, which automatically processes the HDRI lighting, shading and reflections.

"We are used to producing photographs of cars for Ford and Mazda sales brochures," says Derek Price, creative head at Burrows. "With RenderDrive and the HDRI environments, we're able to achieve more realism in outdoor stills and animations. Our photographic art directors have evaluated some in-house comparisons between renderings and photographs of the cars, and they are indistinguishable."

Burrows uses this technology for billboard-sized renderings and realistic animations that would be impossible to produce with software rendering.

"Even though computers have advanced, an interior image that mimics real-life photography with 20 lighting sources, soft shadows and ray-traced shadows would virtually shut down the computer, even for a test render," Price says. "RenderDrive is the only solution we've found that can handle the large CAD data sets we require and give us the highest level of realism for Ford's automotive marketing materials."

Examples of Burrows work with the Ford Motor Company can be seen in numerous print ads, billboards, brochures and other marketing materials for the Ford, Lincoln Mercury, Land Rover, Jaguar and Mazda automotive manufacturers.