Saddington & Baynes

London-based Saddington & Baynes, specialise in digital post-production for advertising photography, and is internationally known for the high quality of its automotive imaging.

Saddington and Baynes pride themselves on being at the forefront of digital post production. Their commitment to producing images of exceptional quality and creativity has earned them a world-wide reputation and an impressive client base.

Internationally known for the high quality of its automotive imaging Saddington and Baynes recently won 'Best Innovation in Print' at Printing World magazine's awards. The studio's winning campaign features two computer-generated cars - photorealistically rendered with ARTVPS's RenderDrive system. "We are impressed with the RenderDrive's ease of use and the extremely high-quality ray-tracing effects in the automotive images we've created," says Will Powell, head of 3D production at Saddington & Baynes. "The software renderers we've tried couldn't provide the same level of imagery nor handle the large 3D data sets required for our automotive rendering."

Saddington & Baynes' production team obtained scanned 3D data for the Lexus campaign from Team One in Los Angeles, and the PT Cruiser data originated from 3D CAD engineering data from DaimlerChrysler in Detroit. Using a combination of 3D animation and ART VPS's RenderPipe software, artists applied finishes, lighting and other effects, making the automobiles seem real. Saddington & Baynes then seamlessly merged the 3D car models into high-dynamic range imaging (HDRI) backgrounds. The resulting images were then rendered on the RenderDrive RD5000, which includes 36 dedicated AR350 ray-tracing processors.

RenderDrive enables the studio's designers and artists to increase realism through rendering features such as multiple area lights, accurate 3D motion blur and depth of field, secondary illumination, HDRI lighting, and physically based materials, lighting and camera properties. "We can produce high-quality, photorealistic images of products, packaging items and cars without photographing them in the studio," says Will Powell, "With the RenderDrive's HDRI capabilities, we can feature images in all kinds of environments without shooting them on location. The other approaches we've tried couldn't provide the same level of imagery nor handle the large 3D data sets required for our automotive rendering."

ARTVPS rendering technology produces 3D images that would be difficult or impossible to create within deadline pressure using conventional photography, software rendering or render farms. The images produced by Saddington & Baynes using RenderDrive validate the contribution hardware ray tracing can make to the creative advertising community both creatively and financially.

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