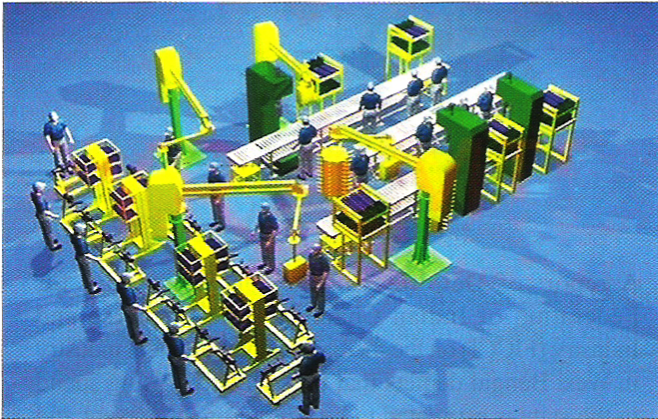


# Animation Based Visualization

## Gen-next of presentations?



### Benefits of using animation based visual presentation

- Describe how your product acts in different media.
- Create an attractive feel for the product and justify its price.
- Present a product in more attractive, dynamic look to showcase its value
- Give the product a visual excitement with good graphics and animation
- Make the information more visual-friendly
- Create something which we can't achieve in reality

In a highly acclaimed and impressive presentation at the 2006 TED-Conference, Hans Rosling, Statistics Guru, showed how the average family size and life expectancies have changed in countries throughout the world. He demonstrated this with the help of a visualization programme. He used bubbles to represent the population and animation to visualize the change in values. The bubbles moved each year to a new position based on family size and life expectancy. Instead of a staid power point presentation, his audience was treated to a vibrant, colourful and interactive demo.

Animation doesn't just put data into action. It creates a stir as well! What a power point presentation (PPP) had done earlier, animation based visualization (ABV) can do now and take live presentation to the next level.

Talking of ABV, Dipayan Banerjee, Director of Anthelion Technology, says, "A picture says a thousand words. To show visuals rather than a thousand words is the best way of achievement. When we try to explain our ideas, we put our thoughts as an image/visual to the client to create a communication bridge."

Nowadays, industry has learnt how to use the flavour of animation to add an extra value to its biz presentations and marketing campaigns, which result in high volume sales for its products, services and increases the value of business.

These days, animation in branding is more attractive than live models. Dealing with actors can require a lot of manpower, over-management, scheduling, etc. While an animated character has the additional benefit of stimulating our imagination and leaving an impression.

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Dipayan elaborates, "We can create any abstract scenes out of our imagination which we won't be able to create in reality, which makes your product branding look more attractive, dynamic and successful."

Technical schematics/diagrams and detailed text explanations work well as in-depth reference material but can be time consuming to read and digest, especially for someone just wanting to get an overview of a product or the process. 3D Visualization videos can help one streamline the communication of complex or technical information.

Animated cameras can think and reach in such places which the human eye can never achieve. If one wants to enhance the quality of one's products and gain instant connect with consumers, using animation is the best way to go.

Dipayan Banerjee, Director of Anthelion Technology, "Animation is a useful and powerful tool used by companies to gain marketing advantages over other companies. 3D modelling and animation can bring our products, systems and concepts to life, providing a stylish and informative method of delivering our product specific content. It can easily grab attention of the common people." ■