

Engineering Companies should invest more on Visualization Techniques for better Communication with their Audience

In the present competitive market every company is transforming and modernizing itself to match the international standards. This involves leadership in idea - creating unique designs, presenting them to the right forum at the right time. Playing in these fields require an extra edge, both in the fields of marketing; media; branding and training & safety

The requirement of Communication is therefore an intricate part & parcel of business operations - internally & externally. It not only helps in branding and media launches of products & projects to mesmerize the customers and help them make informed decision in favor of the companies, but also is an important tool in Training, Client Presentation, Project Planning and Technical Qualification in bidding.

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It is very interesting to note that for any given Engineering Organization, the requirement of Visualization is at every stage of its evolution and every aspect of its ecosystem. Soon people will dearly realize that one cannot do without it

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As visualization is increasingly becoming aesthetically pleasing and leveraging new, technology based ideas and designs, its importance to the brand's identity and language is ever growing. It has now become exceedingly important to strategically plan and invest in Visual Communication in order to sync with the communication requirement for Engineering Companies with their stake holders, namely - Clients, Prospective Clients, Vendors, Shareholders, Investors and Public in general.

Anthelion Technology Pvt Ltd, a Kolkata based Engineering Visualization company has taken up the challenge to combine classical visualization techniques with high precision engineering Projects and Product.

Visualization is the art of communication in which all the thoughts, intricacies, USPs of an Engineering company or its products or projects can be expressed in an effective manner. Visual communication can be promptly used in -

1. Marketing, Branding
2. Media activities
3. Milestone Visualization
4. Client Presentation
5. Design & Product Development
6. Training - Maintenance & Operations Manuals
7. Safety Training, Induction Modules
8. Sustainability Reports - creating Visual format
9. Technical Qualification in Bidding

Any engineering company, big or small, needs to communicate in the above mentioned segments in one or more ways. The old ways of communication - Reports, Brochures, Study Material are no more the most effective & efficient options, since "Time is Less" and "Work is more". A small film - Video or

Animation based - can do the communication job much more effectively.

Say for example, the Bandra Worli Sea Link (BWSL) is a cable-stayed bridge that links Bandra in the Western Suburbs of Mumbai with Worli in South Mumbai. This project took around ten years to be completed by HCC Ltd. Such a complex and high precision project undertaken by HCC has numerous processes, designs, parallel activities. Capturing all of them in a giant report is almost a non-usable archiving. It is also difficult to capture it in Video - one has to put a camera for 10 years to be able to showcase all the steps involved.

Anthelion Technology showcased the entire construction process in 7 min and 18 sec using 3D animation. It describes the detailed step by step process of how the entire construction process has been planned and executed for this engineering marvel -

Engineering Visualization has two dimensions - Animation and Videography. They need to be effectively combined in order to create the right impact, based on the purpose and audience for the required communication. But both are equally important for the correct impact.

While 3D/2D animation best describes things which are yet to come or can showcase minute details and can get into situations where normal camera cannot reach, Video based visuals create strong ownership. The impact of Real-life videography is very strong in case of large, gigantic projects or products (like manufacturing units) but animation can showcase processes and process flow much better

For any Engineering company undertaking a project - whether Bridge, Dam, Power Plant, Nuclear Plants, Flyovers, Stadiums, Real Estates, Mass rapid transit systems etc - the first step comes with conceptualization by the promoting authority where there is a requirement of Visualization which can give a visual feel to the project conceived. Next

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comes the design stage, where Visualization plays a major role in Design simulations and finalization of parameters. Based on the design parameters come the Tendering stage where every big organization bidding for the project needs to show case -

A. What is its technical ability - Showcasing similar good projects form its archives, and

B. How it plans to execute the project - Milestone Visualization. Post this step comes the Project Planning

where milestone visualization plays a major role. Once the execution begins the most important requirement is Training of manpower on Construction steps and processes and Safety aspects. Visualization plays a major role for creating a strong impact in the minds of the workers and for revisions at any stage of operations. Post execution, comes the commissioning or launch, where marketing, branding and media activities demand great amount of Visualization as collateral. Once the project is over Engineering Visualization is a great tool to create archive to showcase how the entire project was completed step-by-step. Such a collateral or film can be used for further marketing to prospective clientele and can also be used next time for technical qualification in bidding.

Dipayan rightfully mentions "If you watch the animation video created by us for the Bandra Worli Sea Link, you will clearly understand the entire construction process of the Gigantic 4.7 kilometer long bridge in just 7 minutes, without losing any aspect of it. Such is the power of Engineering Visualization that it can bring the story of a

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10 year activity into 10 minutes of detailed animated film, which explains it all."

It is therefore evident that at every stage of a product or project lifecycle and every aspect of an engineering company's ecosystem, Visualization plays a critical role. Partha S Ghosh, MD of Partha S Ghosh & Associates, a globally renowned strategist and ex-partner of McKinsey & Co. mentions "With increasing capital and knowledge intensities across industries, companies will be increasingly exposed to higher level of risks. Business leaders who will be able to embrace risks with higher levels of confidence will be the future winners. The virtual reality world when developed with strategic perspective will help companies to simulate outcomes for different strategic scenarios before the real capital commitments are made. In other words the virtual world will make real world easy to understand and relate with and how companies utilize the power of 3D Animation in day to day decision making will determine their competitiveness."

Dipayan says, "The entire concept of Engineering Visualization has evolved over the last 20 years of its existence - from traditional techniques of static images and Audio-Visual films to modern day 3D animation, stereoscopy and Augmented reality. The world of Visualization today is about high end software which can much easily simulate real scenarios and help decision making."



Dipayan Banerjee Co-Founder
Anthelion Technology Pvt Ltd.

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The traditional techniques mainly involve Posters, Banners, Vibrant Brochures and Audio-Visual films by directors and film makers. But they hardly understand engineering. Visualization in Engineering sectors like Construction, Mining, Marine, Aerospace, Automobiles, Energy & Power, Oil & Gas etc need more profound domain knowledge to conceptualize what to show and how to show. It's extremely important for the Visualization company to understand the language of the engineers, for they have limited time to discuss and explain. The key feature which differentiates Anthelion Technology in the field of Engineering Visualization from its general counterparts are its -

A. Engineering sense - ability to understand the engineering aspects of importance, based on the purpose and audience of communication and thereby help the engineering company to create the right concept.

B. Getting into the Detail - habit of getting into the finest detail of the engineering concept and thereby representing it using 3D/2D animation and/or video.

C. Near-natural Animation Capabilities - creation of extremely near natural animation to directly connect the mind of the viewer to the real engineering sense.

D. Delivery System - not only does it focus on development of effective Visual Content, but also focuses on the delivery of the content, creating Interactive Presentation delivered in DVD, Web & App format.

It is thus evident that it's not only the decision to go for Visualization that matters, in terms of the Communication requirement, but also the right kind of Visual Communication and its effective delivery which makes it successful. With 30 clients in India, US and Germany and 45 Projects closed so far in 5 years & 6 months, Anthelion Technology has created a niche in the Engineering Visualization sector, with marked difference in understanding the client's need, developing the effective concept, create the apt collateral and delivering it in all possible medium - On Time, With Quality. In the 66 months of venturing into this new field, both Dipayan Banerjee & Shashi Prabha Sharma, the duo who started Anthelion Technology Pvt. Ltd back in 2008, learned & proved that Engineering Visualization is no more a Vitamin. It has already become a Pain Killer. The big guys like - Tata, L&T, HCC has already understood and effectively invested in this modern Communication Technique.