



**Cedric Uebersax**  
**Photographe**

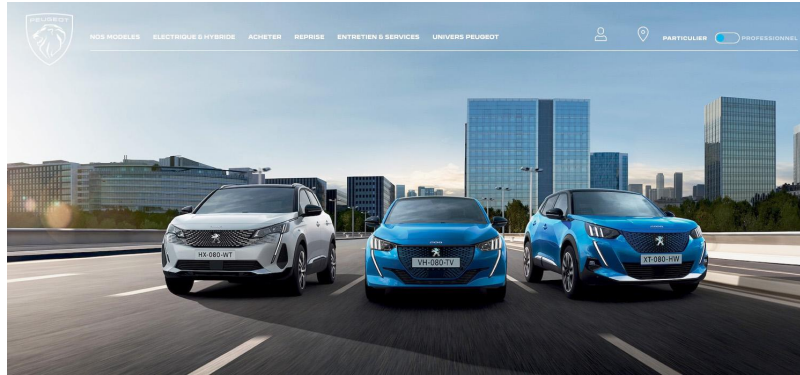
*Former image provider for  
Deutsch n°101680*



**DEUTSCH**

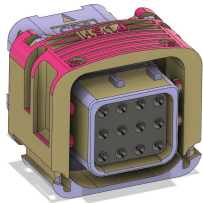
## 3D AT THE PRODUCT CORE

The biggest actors in the automotive, luxury, real estate, medical and many other sectors have placed 3D design at the heart of their businesses' creations. Originally used for the design and manufacture of a product, the same 3D file is now used to build of realistic photography advertisements.



- Harmonizations of visuals resources : colorimetry / angle / light.
- No need to make shooting studio.
- Possibility to shoot brand new model not yet made. (prototypes)
- International cost sharing :

1 single 3D model can be available in different colors, from several angles or various atmospheres according to the cultures of the different countries constituting your group.



*Variation of colors and / or materials*



*Standardization of angles and lights*



## What is a 3D product ?

A 3D object is an product with multi-faceted linked together to create a 3 dimensional volume. Cube / sphere / cylinder etc ...

In order to be produced in a large scale, a new product needs to computer designed as an engineered file in 3D.

"STEP", "CAT" or "IGS" file this is a mathematical language only dedicated to factory manufacturing.

A 3D specialized photographer can "translate" this engineer file into a 3D photographic file that will allow the production of digital images with a totally realistic appearance, as if the product had really been photographed.



# STEPS OF CREATING a 3D photographic file

Starting point : the 3D file  
"Engineer / Designer"



Compliance of the 3D  
"Photo" file



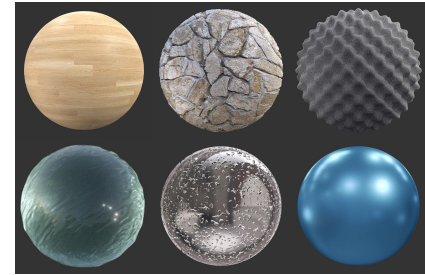
Application of textures  
(plastic, metal, etc.)



3D Vector CAD Engineering File



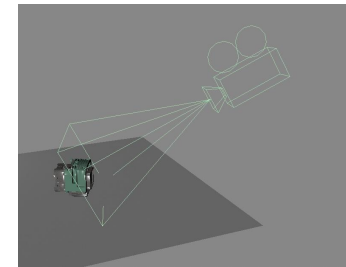
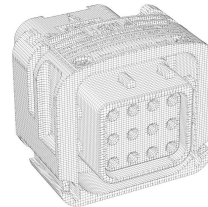
File with polygonal 3D geometric object



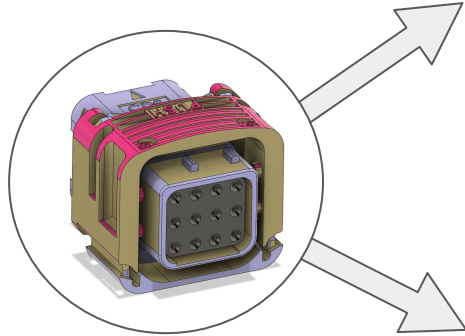
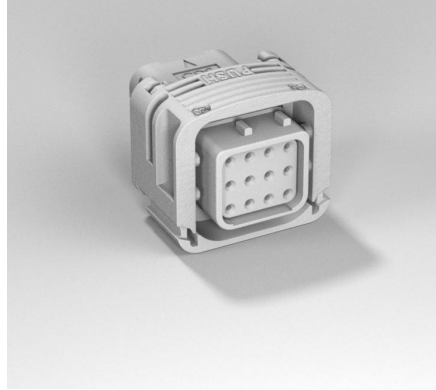
Achievement of  
ambient lights then HD  
final rendering.



Setting up the stage.

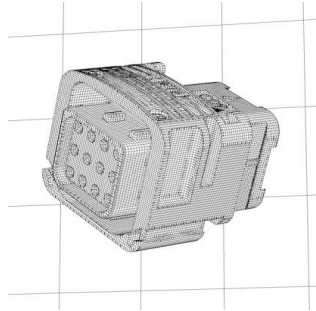


1- Packshots...

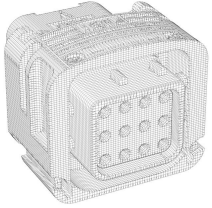


3D photo file "C4D"

2 - Ads / Atmospheres

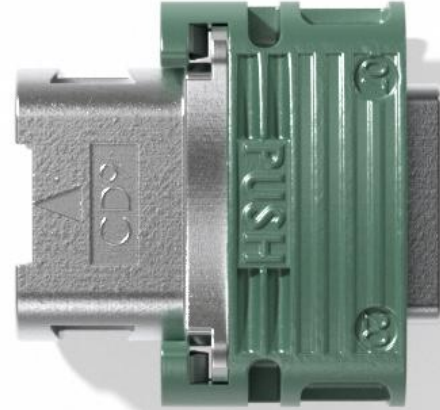


## 1 • Packshots



Harmonization of angles,  
materials, lights.

→ No more need real photo  
shoot for your packshots, the  
result is better, faster and  
cheaper in the long run.



*Angle change*



## 1 • Packshots



Some tests on the basis of .IGS files on  
your te.com web site...



# YOUR NEEDS, OUR SOLUTIONS

## 1 • Packshots

*Traditionally produced in my studio for Deutsch ( former contact : Guillaume Cornut et Evelyne Le Goff )*



*Images made between 2009 & 2012*

## 2 • Ads / Atmospheres

A multiple choice of materials and atmospheres can enhance your products.



## Case study ... compliance



We use high-performance 3D software such as Cinema 4D or Maya to design the 3D environment. This provide modern and innovative solutions.

CAD files is also possible with our specialized software like a Fusion 360, M.O.I. or Inventor, to modify the product very slightly in order to best match the photo requirements ( for example : the chamfers ).

Photo-realistic renderings are produced by the Octane Render 3D engine. Our render farm (12 graphics cards), can render very high definition images in a very short time. This rendering engine is also very pleasant, because it renders our desired lights, reflections and atmospheres in real time.

## Production and pipeline monitoring :

Google drive, FTP interne, Dropbox, Discord...

## Design and production :

Suite Adobe, Appareil photo professionnel, éclairages professionnels, Drone, Ricoh Theta...

## 2D / 3D production / Motion Design / Compositing :

Cinema 4D, Octane render, Zbrush, After Effect, Marvelous Designer, Photoshop, Illustrator, Lightroom, Fusion 360, HDR Light Studio, Maya...





## CEDRIC UEBERSAX

*Photographer & CGI Artist*

*Professional photographer and retoucher in the advertising industry for over 20 years, Cedric Uebersax works for multiple national and international actors.*

*His knowledge and perfect mastery of digital photography, from creation to shooting, from retouching to 3D tools, bring a global thinking in the service of creation. The images produced have a technicality suited to the conceptual idea.*

*His interest for digital technology innovations improves permanently his look upon his client's ideas, so as to providing them contemporary images.*



*Ancien fournisseur d'image pour  
Deutsch n°101680*



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*... Thank you for your attention*

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**Contact us**

CEDRIC UEBERSAX  
*PHOTOGRAPHER, CGI ARTIST*

[cedric@cedric-u.com](mailto:cedric@cedric-u.com)

+33 (0)6 12 66 64 85





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