



Virtual packaging at the speed of imagination



Bourbon for generations
water and a blend of the
great grandfather knew a
expect you and I do too.
Tom Bulleit
TOM BULLEIT

BULLEIT
BOURBON
FRONTIER
WHISKEY

STILLED AND AGED IN THE BULLEIT FAMILY TRADITION
ALC VOL) **BULLEIT® BOURBON** 750ml
ROOF) FRONTIER WHISKEY
KENTUCKY STRAIGHT BOURBON WHISKEY
de from pure, Kentucky limestone-filtered water in the Bulleit family tradi

Introducing iC3D

iC3D from Hybrid Software is the only all-in-one software that produces fast, accurate and photorealistic 3D virtual prototypes or press-ready proofs in minutes.



Better, faster, more versatile

Whether for carton, glass, cans, flexibles or shrink-wraps, iC3D enables real-time packaging design visualization and validation from design concept through to production. No specialist programs, hardware, or outside assistance are required, just this single application brimming with cutting-edge technologies.

All the images over the following pages are produced entirely in iC3D for photorealistic results that hold their own against any professional studio treatment.

With iC3D, seeing really is believing.

"The fact that iC3D is an affordable all-in-one solution meant that we could deliver packaging that is innovative, efficient, cost-effective and above all stands out from the competition!"

MARTIN HAWKINS,
SUN BRANDING SOLUTIONS

iC3D for beers, wines and spirits... at the speed of imagination

Glass, metal, plastic, carton or pouch, whatever the canvas for your design, iC3D has a full complement of unique technologies to ensure the most visually accurate 3D virtual mockup from any standalone application available today.

iC3D highlights at a glance

- **3D Shape Modeller** – creation of bottles, can, tumbler and closures
- **Light Editor** – interactively light up glass, show highlights/shadows
- **Smart Mesh** – import & positioning of Illustrator labels artwork
- **Smart Shrink** – bottle caps and condensation effects
- **Real-Time Ray Tracer** – rapidly create photo-accurate liquids & glass
- **Bump Displacement** – for heavy emboss/deboss effects





iC3D highlights at a glance

- **Smart Shrink** – create foil bottle caps
- **Bump Displacement** – true label embossing – foils
- **Materials Library** – unlimited paper/foil textures
- **Reflections** – realistic floor reflections

iC3D highlights at a glance

- **3D Shape Modeller** – create tins & ring pulls
- **Smart Shrink** – apply flat artwork & distort
- **Spritzing** – fast, realistic condensation effects

"We used to print out the artwork and manually wrap it around the can. We haven't done that once since we've been using iC3D."

JULES ALEXANDER, MOLSON COORS



To view videos demonstrating the key technologies of iC3D or to learn more about any of its features, please visit:
www.ic3dsoftware.com/videos
 or use the QR link to the left.

iC3D for food and beverages... at the speed of imagination

Competition for consumer attention has never been fiercer than today, making it more essential than ever to test a package design scrupulously before doing battle on the shelf. Using iC3D means this should be neither costly nor time-consuming, with every iteration visualized to the same photorealistic standard in minutes.

iC3D highlights at a glance

- **3D Shape Modeller** – create your own model (chicken) or import 3rd party models
- **Sealed Bag** – produce closed bags to seal in fresh produce
- **Smart Mesh** – application and positioning of Illustrator labels artwork
- **Smart Shrink** – distort artwork so it can be viewed correctly
- **Real-Time Ray Tracer** – generation of print-ready photorealistic 3D images





iC3D highlights at a glance

- **3D Shape Modeller** – create asymmetric shapes
- **Smart Shrink** – shrink wrap any 3D models
- **Shrink Correction** – correct logos, text & bar codes

The usual response from clients to seeing the distortion in action for the first time is 'Wow, that is so cool!!'

TONY MCCASH, OSIOPACK

iC3D highlights at a glance

- **Flexible Bag Template** – produce any flexible bag
- **Physics Simulation** – for creases, bumps & dents
- **Reflections** – generate realistic floor reflections



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iC3D for beauty... at the speed of imagination

Beauty may be in the eye of the beholder but iC3D can help show it in perfect detail in 360 degrees, and in just a matter of minutes. Whether perfume, cosmetics or day-to-day essentials, iC3D visualizes the package designed to reach out from the shelf.



iC3D highlights at a glance

- **3D Shape Modeller** – creation of bottles, closures, tubes, lipsticks, droppers
- **2D Spinner** – quickly spin up symmetrical bottles and caps
- **Smart Mesh** – application and positioning of Illustrator labels artwork
- **Tube Template** – fast method of creating, re-sizing and editing any tube types
- **Real-Time Ray Tracer** – generation of print-ready photorealistic 3D image



iC3D highlights at a glance

- **3D Shape Modeller** – creation of bottle and flowers
- **Carton Fold Up** – import and correct dielines
- **Bump Displacement** – true emboss of carton text
- **Real-Time Ray Tracer** – add realism to glass & liquids

iC3D highlights at a glance

- **3D Shape Modeller** – build cosmetic tubes & lipsticks
- **Light Editor** – interactively light glass, plastics & foils
- **Reflections** – enhance realism with floor reflections

"iC3D lets you create customized models in different types of environments. It helps you identify optimizations at the earliest possible stage."

JAN DEBACKER, MADE IN PACK



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iC3D for POS and carton...

at the speed of imagination

When it comes to point-of-sale and carton, form and function play a critical role. iC3D's ability to import cutter profiles, adjust fold angles and cuts, apply carton materials and spot FX, and visualize it all on-the-fly in 360 degrees can be the key to success.

iC3D highlights at a glance

- **Carton Fold Up Template** – import CAD/dielines and fold up to check errors
- **Animation Editor** – animate folding sequences of POS & create movies
- **Lighting Editor** – powerful, interactive studio lighting control
- **Smart Mesh** – import & positioning of Illustrator or PDF imported artwork



iC3D highlights at a glance

- **Shelf Template** – create custom product shelving
- **Curved Fold template** – curved carton folds & faces
- **Animation Editor** – record movies & email stakeholders
- **UVW Editor** – manipulate artwork for complex shapes

iC3D highlights at a glance

- **3D Shape Modeller** – create primary packaging
- **Bump Displacement** – true emboss of petals
- **Shelf Template** – create product shelf displays
- **Real-Time Ray Tracer** – instantly see lighting changes, metallic foils, & glass effects

iC3D highlights at a glance

- **Shaped Bag Template** – bag shaped to contents
- **Carton Fold Up Template** – import CAD/dielines
- **Item Placement** – place & move models for realism
- **Image import** – wrap digital photos around shapes



"Retail space is very competitive and limited, We needed packages that were smaller and compelling. Without having to create anything physical, we were able to quickly build a shelf set to show our retailers."

**RANDOLPH SANCHEZ,
SUPERIOR AUTOMOTIVE**



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Who we work with



Hybrid Software is the developer of the award-winning suite of iC3D technologies and applications for the packaging and labeling markets. It includes:

iC3D Suite | iC3D Designer | iC3D Modeller | iC3D Select | iC3D Opsis | iC3D Automate

We also develop customized versions of our applications and can provide an S.D.K (Software Developers Kit) for integration with leading manufacturers' (OEM) solutions.

If you would like to explore how iC3D technology could benefit your organization or discuss a custom development, please contact us directly at: info.ic3d@hybridsoftware.com

We also have growing opportunities for resellers and technology partnerships around the world. Please contact: info.ic3d@hybridsoftware.com



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SOFTWARE

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