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At Atomic 3D, our ethos is to create what other 3D visualisation companies and architects cannot, and produce what advertising agencies and developers yearn for . . . truly stunning immersive 3D visualisations.

We produce emotional and aspirational 3D architectural imagery and animations, that ultimately influence both community and personal decisions that result in where they live, work or play.

The Atomic 3D team have the unique capability to interpret the two dimensional form and capture an intended vision that far surpasses the original brief. We research our clients intended markets and make intelligent design orientated 3D decisions that greatly enhance our imagery to pass the line where the real ends and the virtual reality begins.

Our goal is to deliver projects that capture emotion and, forms aspirational bonds with the viewer. In this way we stay connected to both our client, and their customers, where this bond is paramount to the success of any 3D project.

To create 3D you need high level design skills, understanding of building structure, a sense of adventure and when we start the final rendering process a lot of patience . . . At Atomic 3D we have all that and much more.

create, live, breathe....dream immersive 3D visualisations™

We create, we live, we breathe and we dream 3D

At Atomic 3D we are always looking for a new and creative way to present an idea to a client. 3ds Max gives us the flexibility to not only deliver to the client a truly stunning "immersive" product, but allows us to have complete creative freedom to work quickly and streamline our workflow.

Atomic 3D employs techniques that are successful in the film industry and integrates them into the cinematic-styled animations that it produces, with full narratives to describe the essence of a project. 3ds Max is a great tool for developing pre-visualisations that can be delivered to a client for approval throughout the creative process and allows us to keep constant communications open with our clients.





Traditionally we start with 2D data, usually in the form of AutoCAD plans, but with Revit now being used more widely by architects, we are now able to use their models that integrate seamlessly into 3ds Max.

It also allows us to work with the file linking tools within the software and to then use the powerful modelling and animation tools to create photorealistic renders.

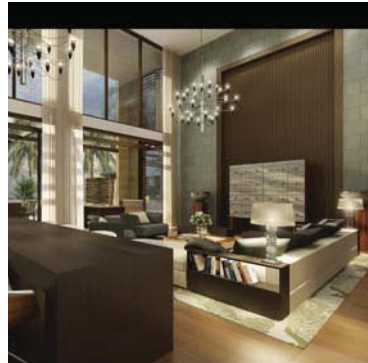


Atomic 3D has recently gone through a 6 month studio upgrade, with the entire studio now running on Apple Mac Pro computers running Windows XP64 Pro and 3ds Max 2008 64Bit, allowing us to utilise up to 16gb of RAM in each computer to run larger scenes with more complex geometry. Upgrading from a traditional 32Bit workstation has allowed Atomic 3D the power and freedom to streamline its processes and deliver a higher quality product in less time.



The use of Autodesk's Backburner allows Atomic 3D to utilise distributive rendering across its powerful render farm to produce animation in timely and cost effective manner for its clients.

Atomic 3D also uses a number of key features within 3ds Max to model, animate and render quickly to produce photorealistic imagery.



Establishing the right look is an essential part of selling the product, as we are constantly pushing the limits to explore creative options and to produce the best possible results with a combination of 3D visualisation with visual effects and motion graphics.

The challenges are certain to keep coming with projects getting bigger in scope and size and we'll look to deliver more dynamic, high-quality content without breaking the budget.

