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## Hager Choose Pixelcraft for a unique solution

Faced with a problem on how to communicate the unique benefits of their electrical products Hager turned to Pixelcraft for a solution.

The issues facing Hager

Hager produce an array of electrical components each with unique and specific benefits to the end consumer. Many of the benefits are difficult or impossible to illustrate through the conventional media - print. The solution had to be of use to both field engineers, training departments and sales executives.

What we did

We used the latest 3D technology, the same as that found in film production and modelled each of the components to an extremely high level of detail. Then using very sophisticated techniques we were able to produce interactive animations which clearly illustrate each components locations and its benefits.

The Results

The benefits were enormous as the techniques used meant that engineers could teach field staff and sales teams could clearly illustrate a products benefits. The file formats chosen also meant we could present the products over the internet. Click the images below {gallery}hager{/gallery}