

Bring your products to life with awesome visual effects that demonstrate how your products work using 3-D animation technology.

Animations can be used to:

- Communicate complex concepts
- Increase the understanding of information
- Demonstrate products that are large in scale/ create a sense of scale no matter how large or small
- Equip your sales team with technical confidence

Saratoga can help you create a WOW factor using animations for tradeshows, sales presentations or training. Animations can be shown on the web, on laptops or from DVD for big screen impact.

Tips for Creating a Great Animation

To generate customer interest in your products and a desire to learn more or have a call to action follow these guidelines:

Ask the Experts - Use technical experts to ensure accuracy of functionality

Use Call-outs - Utilize bullets and text to highlight important information

Back to Basics - CAD Models are a great way to start any product animation. We can use SolidWorks and AutoCAD / Inventor files and other CAD programs with files exported as .STL format

Maximize your Effort

Animations can be used in a multitude of communications efforts. Here are some other ways to repurpose your investment:

- Use as a sales meeting opener to WOW the crowd
- Use in your training program to demonstrate how the product works
- Display in your booth at a tradeshow
- Add animations to your web site to show your product in action
- Post your video on YouTube with a mechanism to drive traffic back to your web site to capture leads
- Include the animation in a targeted email campaign
- Use in your social networking communications

