



RealVue3D Special Effects Brochure

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RealVue3D



### Turn your creative from a pdf into a RealVue3D print simulation

RealVue3D from FFEI is a design and pre-press production tool that will transform a brochure, catalogue, magazine, leaflet or any other commercial print PDF into a stunning and interactive 3D simulation.

From complex folds such as bi-folds, tri-folds and gate folds, to print finishes like spot varnish, metallic foils and embossing - RealVue3D can emulate every detail of any job, giving a 3D visual of numerous finishes you can't recreate in a traditional mock-up or 2D proof.

#### Save time and money



Testing document pagination, layout, even look and feel has never been easier or quicker, allowing Designers and Creative teams to experiment with a multitude of imaginative concepts and finishes in order to meet the brief. Printers can use RealVue3D



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## Save time and money

Testing document pagination, layout, even look and feel has never been easier or quicker, allowing Designers and Creative teams to experiment with a multitude of imaginative concepts and finishes in order to meet the brief. Printers can use RealVue3D to build certainty for 'right first time' printing, eliminating materials and courier costs required for traditional proofing and approval methods, but still guaranteeing job integrity. RealVue3D offers Publishers the facility to quickly create and test subtle variations of every important book or magazine cover, enabling them to maximise their impact when they hit the stores

## Web and email delivery

RealVue3D simulations can be embedded into any web page or emailed directly to clients. This innovative and powerful software communication tool has integrated comment, mark up and sign off tools allowing all the stakeholders to collaborate on content, concept selection and approval without the use of scalpels and pens.







## Annotate and add comments

The annotations features offer a real alternative to hard copy proofs or 2D PDF files, streamlining the communication process between creator and client to ensure the final product meets expectations. Digital comments are simply added at any point throughout the document and each one has a unique ID with a local date and time stamp. Comments can be globally or individually approved or rejected with a clear visual guide to indicate consensus. A comments summary report with page thumbnails can be viewed on screen or printed.

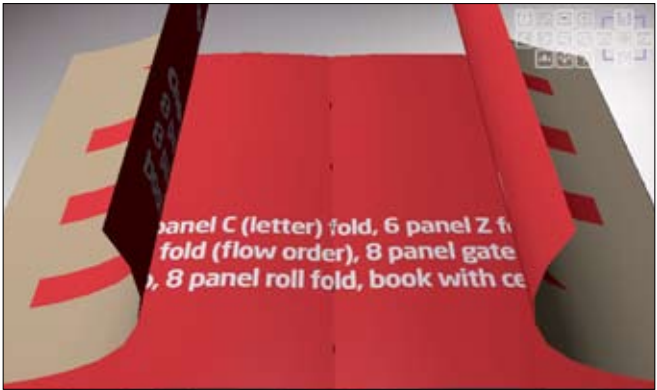


## RealVue3D Server

RealVue3D Server automates the creation and upload of 3D proofs enabling easy integration with existing pre-press workflows. A hot folder based architecture allows multiple users to create 3D simulations by dropping their creative or rastered (soft proof) PDFs into the RealVue3D Server queues from anywhere on the network. Each hot folder can be set up with a unique simulation template for fast and accurate 'virtual finishing'. With automatic upload for instant inclusion into a web page and immediate on-line collaboration, RealVue3D Server is a cost effective way to a tighter, more integrated approval workflow.



RealVue3D is a real alternative to hard copy proofing and emailing PDF files. Furthermore, RealVue3D gives concepts the WOW factor, enabling better interaction, speeding up the approval process and communication between the creator and client so the objectives and brief are met.



## Features Summary

As an integral part of the design and print production process, RealVue3D enables -

- Automatic conversion of a 2D PDF into an interactive 3D simulation
- Control of paper texture, colour, thickness and finish (gloss/matt)
- Design and simulation of complex folds - bi-folds, tri-folds, gate folds and more
- Accurate simulation (and up-sell) of special print finishes
  - Spot varnishes
  - Metallic foils
  - Embossing and de-boss
  - Iridescent inks
  - Cut-outs and cut-ins
- On-line collaboration between stakeholders with digital mark-up and approval tools
- Personalisation of simulations by adding logos and branding

## Benefits Summary

- Eliminate traditional paper mock-ups - reduce ink, media and shipping costs for hard copy proof output
- Demonstrate special finishes not achievable with traditional proofing methods - up sell print services and give clients print certainty
- Cost effectively test multiple variations of the same design concept
- Minimise the intermediate proofing stages - speed up job cycle times helping to meet production schedules
- Improve the approval and communication process - better cash flow by shortening time to job completion and billing
- Ensure printed product retains content integrity - client brief and objectives met - high service level - customer retention
- Overall reduction in environmental impact - reduce materials usage and wastage, maximise profitability

RealVue3D is Mac and PC compatible and supports all major internet browsers including Google Chrome, Safari, Internet Explorer (7.0 & 8.0) and Firefox.

