



## iC3D demonstrates new features for luxury packaging sector at Luxe Pack LA 2018

Latest iC3D v5 release heralds new levels of creative control for digital prototyping (Booth A10)

---

**November 29 2017** – Creative Edge Software, developer of the award-winning iC3D packaging design software, announces its exhibition at the first ever Luxe Pack Los Angeles (Booth A10). The event takes place February 7 – 8 at the Barker Hangar in Santa Monica, CA and promises to be dedicated to global brand, packaging and design creativity. Luxe Pack visitors are invited to test the new, easy-to-use iC3D v5.0 features and to submit their own label and package design challenges.

The development of the version 5.0 comes in response to customer requests since the launch of iC3D v4.0 photorealism at drupa last year, particularly relating to shape modelling and realism.

“Whereas our last major release was all about improving photorealism, the advances made with version 5.0 allow design professionals to achieve an unprecedented level of control over the shape and form of their packaging design,” explains Nick Gilmore, CEO of Creative Edge Software. “The new features allow creatives to interpret and manipulate their designs, whether that is to improve naturalism, for example, or to emphasize a specific aspect of the product or even a particular brand value.”

The six key features of the new iC3D versions 5.0 are:

- **Point Editor** – advanced shape editing tool providing enhanced photorealism through the ability to add curves, creases, crumples and dents to models selectively
- **UVW Editor** – enables selective manipulation of artwork placed on 3D models to correct artwork distortion, improve naturalism and allow artistic interpretation
- **Physics Simulator** – automatically calculates appropriate curves, creases and distortions to create photorealistic 3D flexible packages, such as bags and pouches, at a mouse-click
- **Sealed Shrink** – for visualizing shrink-filled packages using completely sealed bags. Complements the existing iC3D Shrink Sleeve feature.
- **Advanced Shape Modeller** – additional tools for the creation of highly complex 3D shapes and combinations of shapes

- **Spritzing** – allows users to create realistic condensation and water droplet effects on any object, such as cans, bottles, shrink film, etc.

Using features such as **Point Editor** and **UVW Editor**, iC3D v5.0 provides the ability to select points on a 3D model, edit shapes, distortions and surface effects, visually adjusting artwork to improve the real-life appearance of a label or package design. This could involve adding aspects of randomization or imperfection, such as creases, crinkles and indentations.

As well as these features for selective editing, version 5.0 includes automatic processes. **Physics Simulator** automatically recreates the behavior of a flexible package in an array of situations, including sag, bulge and drape dynamics. **Sealed Shrink** has been developed to mock-up shrink-filled bags such as those commonly used for pre-packed perishables – cheese, fish and meat portions, for example. **Spritzing** delivers realistic surface condensation effects in real-time to eliminate time-consuming and costly photo studio sessions.

As with all previous versions of iC3D, the results can be shared via iC3D Opsi and output as final print ready files.

“Spritzing in ‘real-time’ is the most recent development and is based on feedback from leading CPG Brands and agencies who wanted to visualize appealing chilled drinks without spending days locked in photo studios,” adds Gilmore. “With version 5.0 even the most hard-bitten cynics have to admit that this can replace physical mockups and studio photography, opening up a whole new world of opportunity. The ability to create any shape, simulate the physical behavior of packages and visually enhance their aesthetics to suit different environments is the fine-tuning that might be the difference between success and failure of a brand proposal.”

To discover more and to watch tutorial videos, visit the Creative Edge Software website or visit: <http://www.creativeedgesoftware.com/category/tutorial/>

###

Allie Specht, Marketing Coordinator  
Email: [allie@creativeedgesoftware.com](mailto:allie@creativeedgesoftware.com)  
Tel: +1 (612) 455 8927

Lalita Zapata, Business Development Director  
Email: [lalita@creativeedgesoftware.com](mailto:lalita@creativeedgesoftware.com)  
Tel: +1 (612) 229-4429

### **About Creative Edge Software**

*Creative Edge Software is a U.S. registered software development company, with UK based research and development. Our innovative patented 3D technology helps the ideation/design process in the packaging,*

labelling & graphics markets, and quickly enables customers to better engage with packaging while reducing the time to production. With a development pedigree spanning 26 years we have created & developed innovative software solutions for graphics companies, 3D computer games companies, leading OEMs and partners.

For more information, go to <http://creativeedgesoftware.com>.

OEM, Distribution & reseller opportunities email: [sales@creativeedgesoftware.com](mailto:sales@creativeedgesoftware.com)

