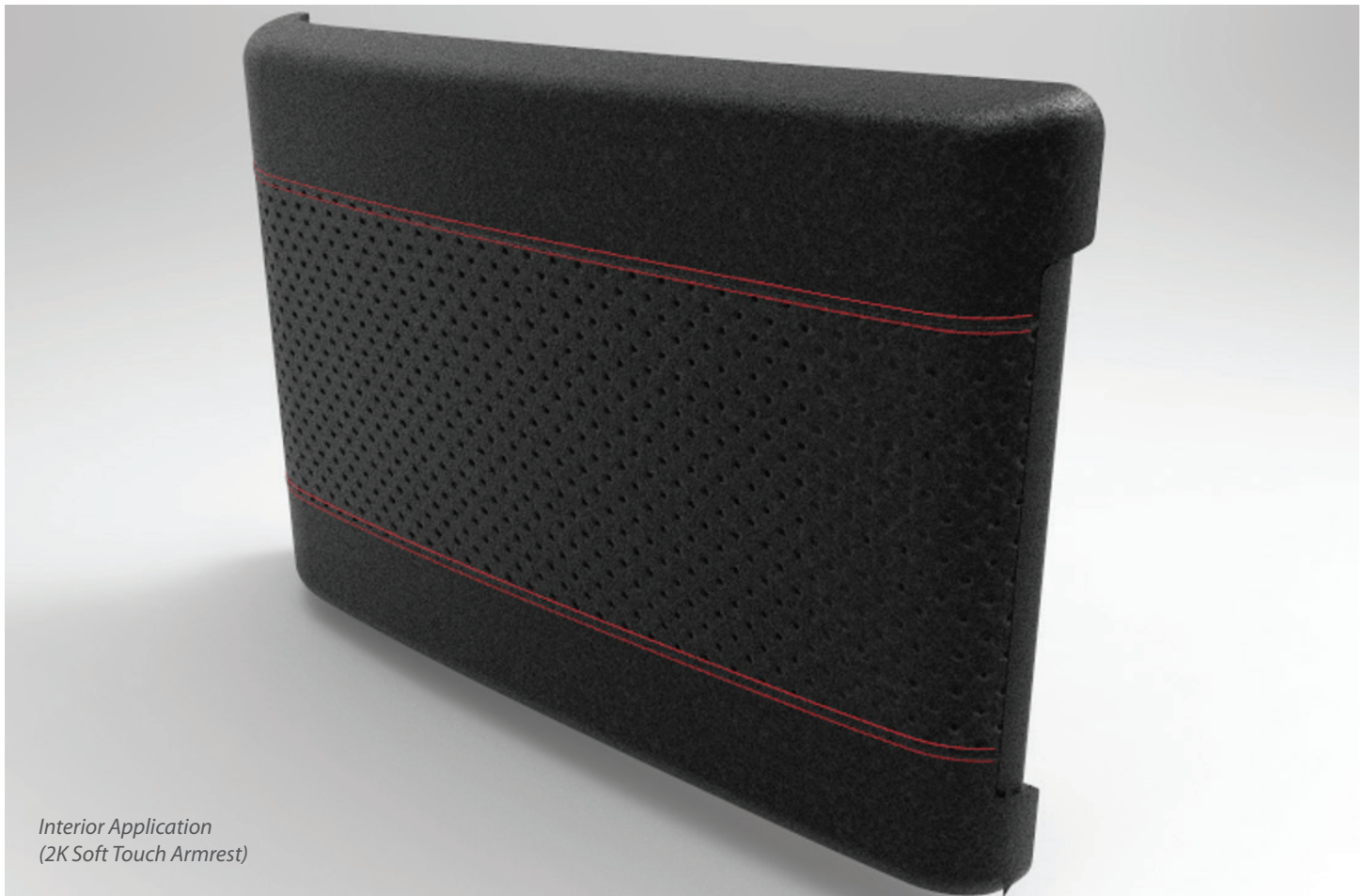# **Proper** innovation

Quarterly Update - 3D Rendering

The textbook definition of 3D rendering refers to taking a 3 dimensional wireframe model and generating a 2 dimensional photographic image. Typically this is done with artistic lighting, surface representations, and shadows that enhance a simulated solid object. This technology has evolved in the past 10 years. It is being used on scales we can't even imagine in cinematography and animated movies. This artistic rendering skill has a place in the automotive and consumer product industry. Below are a few images of current and upcoming projects that make use of 3D rendering to aid in selling a product design and technical molding concept to our customers.

Interior Application
(2K Soft Touch Armrest)