

## The complex became simpler with Creo and KeyShot

### Formotive Design Studio

Based in the British Cotswolds yet frequently working on-site alongside their clients across Europe and beyond, since 2009 Formotive use INNEO for both design and visualisation software support. As consultants across design sectors such as automotive, motorcycles, consumer products and videogames, much of Formotive's portfolio remains confidential. The Urbina concept shown here has been created to publicly showcase a cross-section of their capabilities.

### Customer Voice



*"INNEO's personable and helpful approach has been a refreshing experience compared to some software resellers I have dealt with previously, and their technical understanding and responsiveness has proven invaluable on a number of occasions."*

*Niall Hamilton, Design Consultant, Formotive Design Studio*

### Products and Solutions from INNEO

- PTC Creo Parametric
- PTC Creo Interactive Surface Design Extension ISDX
- KeyShot Pro / KeyShot HD

### Results

Formotive use PTC Creo (formerly Pro/ENGINEER) and its advanced surfacing module ISDX to help develop industrial design projects for clients who often require the co-resolution of complex form and function aspects.

With typical deliverables ranging from early concept visuals to final production surfaces, Creo offers Formotive a highly-flexible workflow that enables design data to be readily modified and refined throughout the complete design process to achieve efficient, effective results.

Formotive also use KeyShot, not only to render output from Creo but also for integration with other ID software and client data to generate realistic design visualisations as and when required. KeyShot Pro has also been used by Formotive to produce very high resolution, press-quality PR imagery for certain high profile – but currently confidential – consumer product and vehicle projects.



"Urbina" urban motorcycle design concept

**CUSTOMER INFORMATION**

*Formotive*  
DESIGN STUDIO

**Formotive Design Studio**  
www.formotive.com

Industry: Industrial Design

### Contact

You'd like to know more about this reference? No problem.

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