

CASE STUDY



Client: CALA
Project: Various
Architect: Various
Brief: Soluis are regularly asked to produce outstanding CGIs for CALA to help market their developments. The role of the images is to convey, pre-build, the quality of space and the lifestyle on offer.
Deliverables: CG Images
Photomontages
Animations
Video Montages
DVD Presentation

Notes: Soluis have over 8 years experience in the house builder sector and bring a vast knowledge of residential CGI to the table. Offering cutting edge technology, outstanding technical expertise and a creative flair Soluis are a powerful tool in residential marketing. Just ask CALA.

On the Donaldson's project the scale and complexity of the existing building required a novel approach. Using a cutting edge 3D scanning technique, Soluis were able to produce an incredibly detailed photorealistic model of the historic Playfair building. With such a model in place creative freedom can be unleashed – Photorealistic Images and Animations can be produced from any perspective.

On the Pavilion project terrace views of Edinburgh castle were a key selling feature. Advanced photographic techniques and cutting edge CG technology allowed us to produce a stunning night-time image which spearheaded a prominent national advertising campaign.

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“ Since winning the pitch for one of our recent projects ,Soluis (now our sole supplier of CG) have produced **exceptional still imagery** and animation for our high-end residential developments.

Soluis not only work on the production of our CG but work closely with us to manage photography, interior design and animation pathways. The design service they provide is **reliable, professional, creative and forward thinking**.

We would **wholly recommend** Martin and his team for their technical ability and creative flair! ”

Sarah Stanger, Sales and Marketing Director