

## CASE STUDY



Client:	Easy Berth
Project:	Easy Berth Worldwide Launch
Architect:	Easy Berth
Brief:	To produce stunning marketing images of the Easy Berth product range situated in a marina and to show products in action using a boat animation sequence.
Deliverables:	Aerial Images Day Images Night Images Aerial and Boat-Level Animations

Notes:	Soluis were approached by Easy Berth to help showcase their EB product range for conferences in Monaco and Dubai. Their revolutionary solution improves capacity in marinas whilst also reducing damage caused during the berthing process, especially by night.  To best express these key features Soluis produced a suite of images showing before and after aerial shots for capacity, day and night shots to demonstrate the guidance system and a boat-level animation to show how the product assists berthing. To add life and realism to the animation Soluis used animated characters in the berthing sequence. All the content was produced at full HD (1080p) resolution.  So successful was the initial pitch that the King of Dubai pre-ordered the Easy Berth system upon seeing the Soluis presentation. As the product rolls out across the world, in-situ montages are increasingly required. Soluis have created day, night and dusk images to add variety and dramatic interest.
--------	--

# CASE STUDY

**soluis**

20 SOUTH FREDERICK ST  
GLASGOW G1 1HJ  
+44 (0)141 548 8686  
[www.soluis.com](http://www.soluis.com)



“ The images and animations from Soluis showcased our product so well that, on the basis of the CG presentation alone, **the ruler of the UAE**, Sheikh Mohammed bin Rashid Al Maktoum, as well as the **Government of Dubai** and the Park Hyatt Hotel, **ordered installations on sight.** ”

*Craig Katz, Commercial Director*