

Using Computer Generated Images (CGI) to promote a Data Centre

As you may know, there are many challenges when promoting a technical service in a manner that is appealing and informative. What is the optimum amount of information to provide without getting too technical? How can you make it easy to understand while remaining interesting? How can you promote a product that is not yet available?



One such company is Bluechip who researched ways to improve their Point of Sale quality. They wanted a way to promote a new data centre and highlight the benefits orally and visually while remaining interesting to the viewer.

The solution they chose was a CGI Animation



Using CGI Animation allowed Bluechip to visually show areas inaccessible by conventional means, including special effects, animation, audio, deliver information on multiple formats, be informative, creative and interesting. It also allowed the promotion of facility whilst under construction.

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Bluechip had architectural blueprints of their new building but wanted to show what it would look like as a complete building, they also wanted to show the layout from above without the building roof and other key aspects. Using these blueprints Optima created a virtual model of the building including photo real CAD models of all the equipment that would eventually be used, this can then be viewed from any angle including close ups or overhead aerial shots.



Areas that Bluechip wanted to demonstrate for their new data centre are:

- 1. Aerial views of the entire building with and without the roof.**
- 2. Resilience and backup.**
- 3. How power and communications connect to the site.**
- 4. Security.**
- 5. Green Awareness.**

Once the video has been created it can be delivered for many different platforms.



- **Standard DVD-ROM or BlueRay for playback in home DVD players.**
- **Compressed Flash Video for streaming over the internet or hosting on YouTube.**
- **Quicktime movie for playback via laptop, computer or iPad.**

The animation also allowed Bluechip, architects and clients to visualise the building prior to completion and make improvements based on viewing. Widening corridors to allow the movement of equipment and viewing different colour schemes prior to building.

"The construction of our new Eco Datacentre was a major project and promoting the facility at an early stage was important for us. Creating an animation that showed the centre with its security, environmental sensitive design and how the building would look for our clients. We could show new and existing clients our new building prior to construction giving them the confidence to invest and utilise this facility when online. Another advantage for us was to see how the building would look in real life and make changes to the design prior to building saving us money on the project. The animations by Geoff Coope (Lead 3D Developer at Optima Design Services Ltd) has been a great success and we highly recommend their work." - **James Nesbitt, Sales Director, Bluechip**

**To find out how Optima can help you please contact us
Tel +44 (0)1623 621 619**