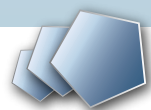




# Visual packaging solutions

Experience reality...



**VTales** graphics



## Introduction to Lyncis Pack

Lyncis Pack is a software application that gives you a realistic and real-time presentation of what packaging models will look like at the point of sale.

The software was created by VTales graphics for the packaging industry and for the first time ever you now have the chance to assess the impact of a prototype in its display space from the very start of the design process.

Lyncis Pack is a new addition to the traditional CAD and CAM creation process. Once it is transferred into Lyncis Pack, the model created by the design department is integrated into the selected store setting. You can then make on-the-spot changes to certain parameters of the prototype, such as size or colour, and analyse their effect from different points of view.



## Why use Lyncis Pack ?

With its highly innovative virtual technology, Lyncis Pack offers you a range of exciting benefits. It will allow you to:

- Focus right away on what the product will look like at the point of sale as well as on its functional aspects. This will speed up your creation process.
- Test a packaging model in its initial stages. This means that you'll be able to identify design errors faster, so you can avoid building expensive and unnecessary prototypes.
- Give designers the opportunity to quickly compare a larger number of possible designs. This will also stimulate their creativity.
- Target the design requirements of the client more closely. This will help you to enhance cooperation between marketing managers and designers.
- Present the client with a variety of attractive and impressive designs integrated in a realistic sales environment. If necessary, you can then make changes on the spot.
- Submit a file to the client with the meeting's contents, and so speed up decision-making.
- Add a supplementary inspection to the various work phases to enhance quality.
- Protect confidential information using an encryption and access control system.





## Integration into the creation process

With its new possibilities and solutions, Lyncis Pack complements the various design creation programs already on the market.

The software does not require any specific IT infrastructure and has been designed for use on all standard computers. You will be able to import files from existing CAO packages such as Autocad, ArtiosCAD, Solidworks, CATIA, etc.

Working with Lyncis Pack is simple and quick and you will find it easy to learn how to use all its functions and various applications.



## Graphic potential

The very high-definition image quality offered by Lyncis Pack will meet both your aesthetic needs and your performance requirements.

- Get a realistic picture of a wide range of materials such as cardboard, plasticised and laminated surfaces, glass, aluminium, etc.
- View all types of shapes - from very simple shapes to highly complex ones.
- Simulate lighting and shadowing for a highly realistic representation of your products.
- Add exceptional high-resolution graphics on packages (labels or cardboard boxes) and colour reproduction.
- Easily focus in on any object without losing image quality or detail.



## Store environments and layouts

VTales graphics offers you two solutions for presenting your packaging model in a store setting.

### 1. Real environments

Do you want to see what impact your prototype would have in an existing store next to products already on sale?

If so, we will recreate for you the interior of the store you have chosen based on the photos that we have taken of the premises.

### 2. Virtual environments

If you prefer, we can also create a virtual store based on the information you have provided. This highly flexible system means that you will be able to change the configuration of the store layout at any time, based on your needs.



## Presenting a package

Lyncis Pack offers you a wide variety of possibilities for integrating virtual packages into your store environments and interacting with them. Specifically, you will be able to:

- Put the packages on shelves in various locations.
- Automate the storage and placement of multiple copies of the product.
- View the product's appearance from a wide variety of angles.
- Evaluate the area occupied by the products based on how they are placed on shelves and their sizes.
- Modify the lighting (daylight, neon, halogen, etc) so you can assess the product's appearance and visual appeal under different lighting conditions.



*Design better  
Unleash your creativity  
Experience reality...*





## Our services

VTales graphics aims to meet your specific needs, and we would like you to be able to use our software with maximum results but minimal effort. That is why we offer you a range of additional services.

### Creation of 3D environments

We can create all your store environments based on the visual result you want to achieve:

- **Actual store environment**

We will take photos using a spherical camera (Spheron VR) in the store you have selected, and transform them into a virtual representation where you can insert your products.

- **Fully virtual store**

We design and create the interior of a fully virtual store down to the smallest detail based on the information you give us (shelves, supplies, advertising media, etc.)

### Software customisation

If you have other, more specific requirements, contact us and we'll be happy to create and add new functions to our software!

### Training

We offer training sessions where you can quickly get up to speed with our software and discover everything it can do for you.

