Best 3D Product Visualisation Specialist 2020

Working alone instead of in a big firm certainly has its benefits, such as a more personal touch for customer. Recognised in the industry for going the extra mile and delivering a tailored approach, moos 3D services & training has established a reputation for being one of the best 3D product visualisation specialists available today. We caught up with Andreas Moos to find out more.

Andreas Moos, founder and owner of moos 3D services & training, is a one-man band providing a range of 3D visualisation and animation services, as well as training workshops for 3D freeform modelling and design.

As a educated industrial and advertising photographer, images are still an important part of Andreas's work today.

"Only the medium of image generation has changed for me," he explains. "Now I use 3D construction data provided by companies development departments to generate images that can no longer be distinguished from normal photos or digital images. However, this route has many advantages. The products do not have to be physically available yet and you can start creating the marketing materials such as Product images, packaging's and assembly instructions."

Andreas started the business back in 1998, adding the 3D offering in 2005. It is a very niche industry, but this does not mean that Andreas can rest on his laurels and he still works hard to ensure he is at the top of his profession – always researching new technologies and opportunities.

"Not only do I offer the 3D visualisation services, but I also teach others how to do it," he states. "As a certified training centre in Germany offering this, I teach product and automotive designers, architects, engineers, jewellers and goldsmiths, with entry into the exciting 3D world, up to the finished 3D print, the milled special part or the 3D rendering."

The innovative solution in these fields are based on Rhino3D by McNeel with the extensive possibilities in parametric design through the use of Grasshopper and special plugins. Andreas is an Authorised Rhino3D Trainer and one of very few in the area.

"In the field of digital image processing, I work as an Adobe Certified Instructor and pass on my knowledge of Adobe Photoshop and Adobe InDesign nationwide in training courses and workshops also regarding a color binding workflow."

The region in Germany that Andreas is based in is called Suedwestfalen and it is home to many companies from different areas, such as plastics technology, lighting, electronic parts, metal-processing and automotive.

"There is currently no country in which I would rather live and work than Germany," Andreas explains. "I am very rooted here and many contacts have been made during my 20 plus years of independent activity.

When you work for a company, a partnership develops and ends up with recommendations. Over the course of time, my area of activity has expanded to include Germany, Austria and Switzerland."

During the Covid-19 pandemic Andreas, like many other company owners, has seen tough times. However he has managed to make the most of the time and come through with a positive outcome.

"In April 2020, all my training sessions were cancelled so I took the time to do all of the things that I hadn't had the time to do before, such as training videos and working on my own website. However, then a lot of my customers approached me with projects they had on their to-do lists regarding their 3D visualisation work and I found myself running at 120%!"

Regarding the future, Andreas wants to develop both parts of his business, this being the 3D visualisation and the training side, to ensure he has a stellar product offering moving forward.

"Going forward, I want to develop an online learning platform for jewellers with Panther3D and Grasshopper as well as an interactive web-based product configurator – for me, the future is very busy!"

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