

Dynamic packaging visualizer



Esko Visualizer lets you combine graphics, print information and structure to generate highly realistic, moving visuals of a packaging design.



Vodka box design courtesy of Field Packaging.

With Visualizer you can now...

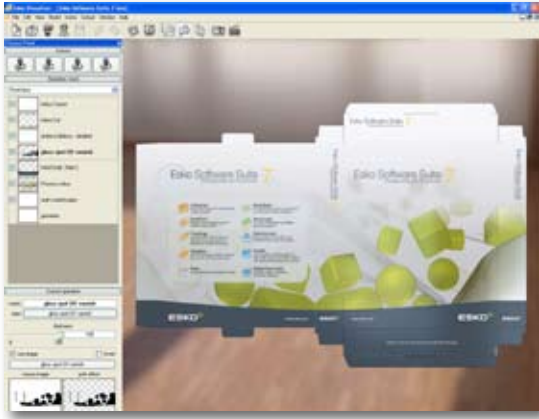
- **reduce the need for mockups and proofs** – use email and web to instantly communicate complex packaging designs, even with special finishes like spot UV varnish, foils and embossing
- **explore creative options** – check the appearance of your packaging concept on-screen, compare the effects of different substrates, inks and finishes, to maximize shelf impact
- **avoid errors, misunderstandings and wastage** – send Visualizer images and animations to colleagues, clients, printers and converters so they know just what the package should look like
- **accelerate your projects** - speed up sales pitches, reviews, market research, marketing collateral, transfer to production – and shorten time-to-market

Use Esko Visualizer for Mac and PC to quickly create moving, realistic, on-screen mock-ups of complex packaging designs.

See realistic, moving views of the package design as a flat sheet, a die-cut sheet, or folded, in a range of real-world lighting environments.

Designers, brand owners and packaging producers can accurately communicate and evaluate the impact of the actual substrates, inks and special finishes used for the final product early on in the design phase.





Visualizer comes with a special finish color book for Adobe® Illustrator®, so you can choose finishes in Illustrator®, save as a PDF and automatically build the print process in Esko Visualizer.

Visualizer combines graphic information in PDF and a variety of other formats with structural information – such as die cut shape and folding lines, angles and sequence – from Esko ArtiosCAD. It interprets or adds information about substrates, special inks and finishes, and delivers a variety of realistic moving, interactive 2D and 3D representations of the final product. Users can then output high resolution snapshot images, QuickTime® movies, VR interactive views and image sequences.

Features

Viewing

- rotate model, move viewpoint, pan, zoom, adjust field of view
- view Operation Stack showing print process sequence
- switch between flat sheet, die-cut sheet, and folded views
- make print or finishing operation invisible/visible
- select viewing environment + use colored or user-supplied image backdrop
- save and restore view presets
- view array of multiple models

Materials and operations

- wide range of substrates
- process, spot color, special inks (metallic and fluorescent)
- varnish, lamination, foil, emboss/deboss, glitter/flitter
- proprietary inks: PANTONE MATCHING SYSTEM®, Eckart®, MetalFX®

Open, create and modify

- import structural design from ArtiosCAD ARD or Esko PDF file
- auto-build print sequence from PDF file
- manually select graphics images from PDF, EPS (Mac only), Postscript (Mac only), Photoshop® PSD and a wide range of bitmap image types

Output

- print current view + print actual size
- save as Visualizer EVZ file which can be viewed with the free viewer program
- output high resolution snapshot image as JPG, PSD, PNG, TIF, TGA, BMP
- output QuickTime movies, VR interactive views and image sequences

For further information and system requirements see www.esko.com/visualizer.

Visualizer is a member of Esko Software Suite 7, Esko's advanced workflow environment integrating a number of software products for packaging service providers and commercial printers. The Esko Software Suite covers a wide range of functions, from job management, through graphic and structural design and pre-production operations, to platemaking for printing and toolmaking for converting.