

Jigsaw24

Case Study

Creative industries to transform 3D design quality with Captis, a comprehensive digital lifelike surface capture solution from HP Z and Jigsaw24



Creatives and designers across multiple industries such as fashion, architecture, automotive and manufacturing are set to benefit from a partnership that combines high-performance HP Z technology and Jigsaw24 rich media expertise. The partnership provides a complete end-to-end solution for quick and accurate capture of lifelike digital textures into 3D design workflows.

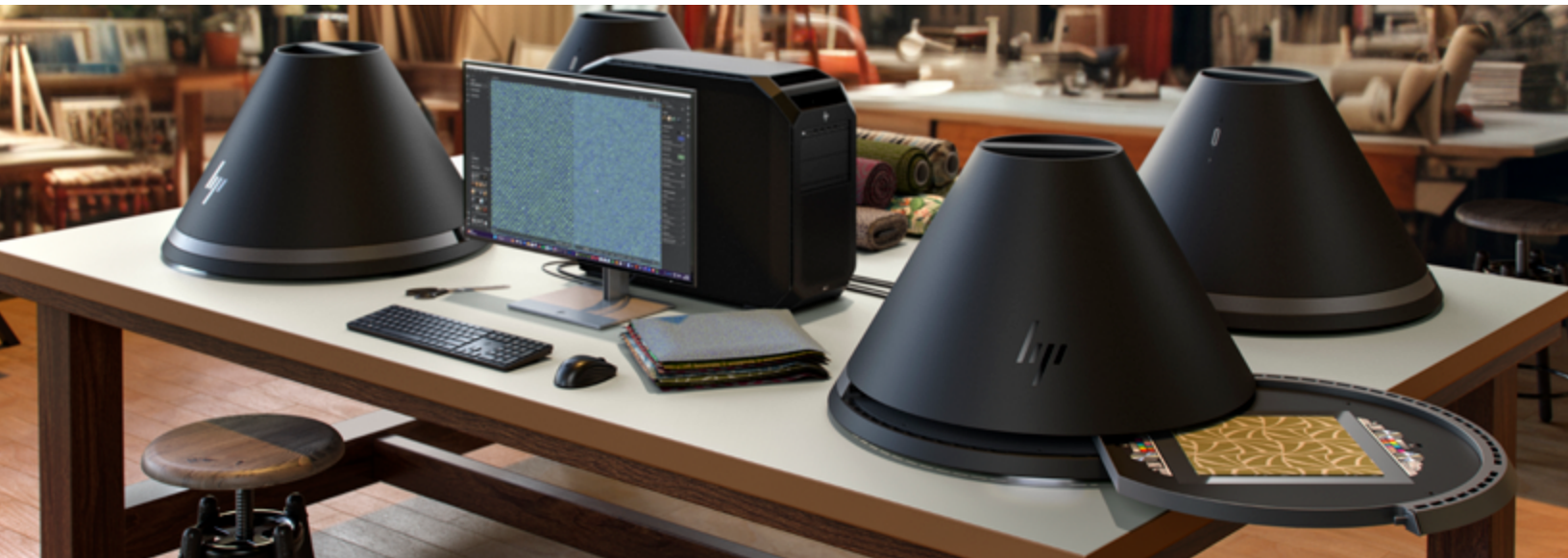
Despite considerable advances in design technology for visual representations of final products or buildings, the creative industry often struggles to represent the true look and feel of textured surfaces. Architects, for example, often resort to stock library images of floor, wall, or brickwork surfaces to give clients an impression of the completed building's facade. When a fashion designer presents ideas for a new clothing range, it includes numerous prospective materials like fabric swatches and colors, to create an idea of how the finished items will look.

Implementing technology to improve digital asset management

Not only are digital images often limited representations of real life. Sourcing, preparing, transporting, and presenting physical examples of materials is slow, costly, and inefficient. Think of an interior designer carrying several large mood boards covered in examples of wallpaper, paint, and fabrics into a client meeting. New technologies in creative industries can be complex and need experience-based support to avoid implementation challenges.

"Critically, the HP Z-Jigsaw24 solution for accurate, lifelike capture of textured surfaces enables designers, architects, artists, and product makers to spend less time on mundane tasks and more time being creative."

Tim Strand
Strategy Director
Jigsaw24



HP Z enables game-changing performance



"Traditional processes for material capture can be time and manpower intensive. A challenge for many in the creative industries is how to implement technology to improve business operations," stated Tim Strand, Strategy Director at Jigsaw24. "They need to be prepared to deploy the technology and consider impact on ways of working. For instance, how do you store, move, and share large files and what about other things like licensing, security, installation, and support in the life cycle of digital asset management?"

Transforming digital surface capture

That could change with a solution, delivered through an HP-Jigsaw24 partnership, that aims to transform the quality, accuracy, and realistic representation of digital textures. It combines high-performance HP Z computing with Jigsaw24's 30 years of experience in rich media.



“Jigsaw24 has a rich heritage of working with the advanced solutions group at HP,” commented Strand. “It was a natural extension of that relationship to combine our expertise in rich media with high-performance HP Z technology to drive digital transformation in the creative industries sector.”

The result of the partnership is a wrap-around solution that provides businesses with the key solutions and services they need to transform the quality, accuracy, and efficiency of managing digital assets.

“Jigsaw24 is an organization that understands media workflows, and the capture, management, and delivery of digital assets,” said Strand. “We have a strong reputation for bringing complex solutions to market. We have the in-depth experience and expertise in solutions and consultancy for enabling and achieving best practices for the media workplace.”

High-performance HP Z technology

The solution is for sectors such as fashion, automotive, architecture, and engineering looking to digitize physical materials. It comprises the HP Z Captis, a portable material capture system that generates high-resolution digital materials up to 8K[1] in minutes[2]. The device is powered by Adobe Substance 3D Sampler[3], a suite of tools for creating, preparing and transforming 3D materials. High-performance HP Z computers are the solution’s engine. Workstations connect to the HP Z Captis for studio-based capture, with mobile workstations enabling remote use.

Media expertise and a complete lifecycle wrap-around service from Jigsaw24 are essential to the solution. This includes reviewing a business's 3D workflow, storage, and digital asset management and collaboration processes. Jigsaw24 expertise ensures users have appropriate hardware and software. For example, it makes sure monitors can display high-quality digital assets and that users have the appropriate design and rendering software.

Jigsaw24 Wrap-Around Service elements:

- Pre-Sales Consultation: Expert guidance on pipeline and workflows, and HP Z workstation configuration
- Onboarding and Integration: Custom implementation and setup including software and cloud hosting
- Support and management: Dedicated helpdesk and support, technical assistance, proactive maintenance, and performance optimization
- Professional development and up-skilling: Workshops, online tutorials, and masterclasses to use the solution effectively

JIGSAW24

About Jigsaw24

Jigsaw24 provides technology solutions and services to creative professionals, educators, and marketing and content teams. The company's industry-recognized workflow experts design, deliver, integrate, and support end-to-end solutions for some of the nation's largest content-led organizations, and is the only UK-based business of its kind that has in-house system integration capabilities. Jigsaw24's vendor community features over 120 technology companies and it partners with 30 of the biggest industry suppliers including HP Inc., Adobe, Apple, LucidLink, and AWS. With presence in London's media community and with dedicated representatives in the regions and a nationwide support team, Jigsaw24 provides services on a national scale. For more information visit https://www.jigsaw24.com.



Flexibility of HP Z Captis

“There is a lot of flexibility and capability in the solution to support a variety of different needs,” added Strand. “Fashion designers, for instance, need to capture fabrics and geologists may need to scan different types of rocks, while car manufacturers may want to capture a variety of different leather surfaces for car seats. The HP Z Captis can even be used in the field to capture surfaces like grass or sand.”

As well as giving creatives far more accurate and lifelike digital surface textures to enhance their designs, the solution’s digital-first approach delivers significant business benefits. It improves time-to-market and is fast and less costly than having to source, transport, and present physical samples. It also avoids problems like finding the best possible representations as well as lack of availability.

“Jigsaw24 is delighted to be partnering with an organization like HP, which is leading the drive in digital transformation,” commented Strand. “The benefit of the partnership and the HP Z Captis solution is enabling businesses to supplement and enhance a physical materials approach with a digital-first one…and will reduce costs, improve time to market, and increase workflow and business efficiency.”

One of the key benefits of the HP Z-Jigsaw24 solution is improved operational efficiency. It reduces the time and resources required to manufacture samples and then send them to wherever they are needed. Lifelike surfaces are captured once and then shared at virtually

Industry

Creative & rich media

Objective

Help businesses in industries such as creative, design, architectural, automotive, and manufacturing to improve sustainability, efficiency, and reduce costs and time to market with a solution that captures lifelike surface textures quickly and accurately.

Approach

Establish a partnership that combines high-performance HP Z technology with 30 years of rich media and creative industry experience and expertise from Jigsaw24 to advance a digital-first approach to design. The resulting solution enables creatives to capture lifelike digital surfaces and incorporate them into 3D workflows to deliver highly accurate impressions of final outcomes to their customers.

no cost. Some global manufacturers have hundreds of sampling facilities around the world which could be cut to just one using this solution. It removes the need, for instance, of an architect bringing several physical samples of brickwork and steel into a presentation to overcome risks associated with poor quality stock images.

Although physical materials will always have a place in the design process, having accurate, hyper-realistic digital samples means customers can view multiple material examples but only need one or two physical ones for final selection. “Critically, the HP Z-Jigsaw24 solution for accurate, lifelike capture of textured surfaces enables designers, architects, artists, and digital visualization specialists to spend less time on mundane tasks and more time being creative,” said Strand.

IT matters

- HP Z Captis
- HP Z mobile and desktop workstations NVIDIA® Jetson AGX Xavier module
- Adobe Substance 3D Sampler

Business matters

- Fosters a digital-first approach to creative industries
- Cut physical sample waste in design and creative processes
- Improves operational efficiency and time to market
- Reduces the cost and time to develop highly accurate digital presentations
- Reduces number of sampling facilities from hundreds to one
- Increases creativity through iterative design and real-time collaboration

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HP Z Workstations & Solutions

From diffusion modeling and 3D modeling to real-time simulations and more, tackle your most complex projects with powerful AI workstations built to handle the most demanding design and engineering workflows.

Learn more about HP Z high-performance AI workstations

Learn more

[1] 8K content required to view full 8K images.
[2] Claim based on integration with Adobe Substance 3D Sampler, sold separately.
[3] Adobe Substance 3D Sampler license required and sold separately.

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