2D TO 3D LOST IN TRANSLATION? THEN START DRAWING IN 3D.

HP AND GRAVITY SKETCH ACCELERATE DESIGN AND BRING IDEAS TO LIFE FASTER

How often is there a mismatch between 2D sketches and 3D designs? How long does that take to visualize these sketches in 3D with CAD? How much does it cost? And is that original spark of innovation diminished or lost by the constraints of CAD, foam sculpting, and through to production?? Gravity Sketch and HP are breaking the traditional design and development process with a VR platform that lets designers draw in 3D, capture the concept inspiration and preserve it through to final product.

Gravity Sketch and HP are disrupting – in a positive way – traditional design development processes to reduce costs, speed up processes and help teams deliver better designed products. Gravity Sketch is an intuitive 3D design platform for cross-disciplinary teams to create, collaborate, and review in an entirely new way. It allows designers and engineers to express ideas in real-time, at any scale, from concept sketches through to detailed 3D models using a wide variety of digital creative tools.

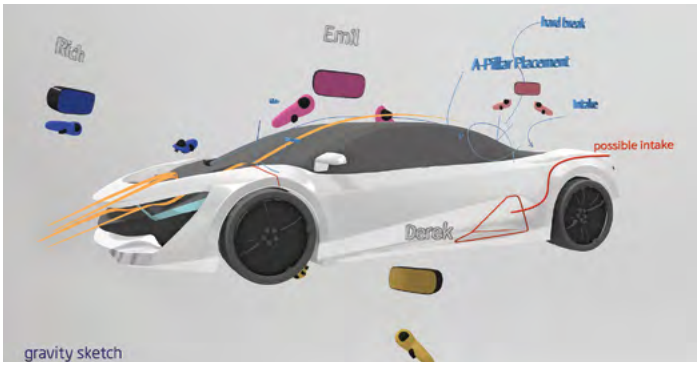
"As a designer, one of the biggest challenges is to translate our 2D ideas into a 3D product. I believe Gravity Sketch is an incredible tool and time saver to quickly visualize an idea from all angles as you would with a real-life final product."

Joey Khamis, Footwear Designer, Reebok

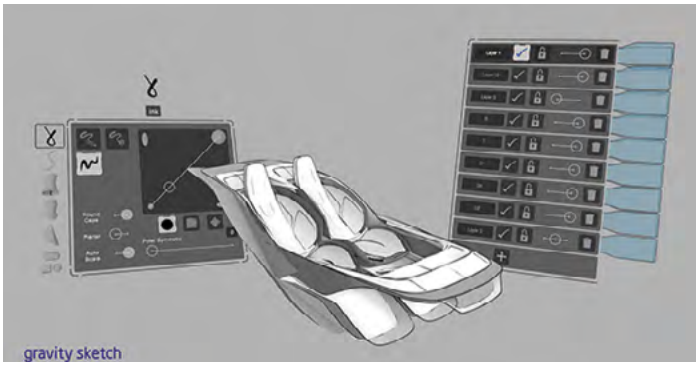
The wide variety of digital 3D tools are specifically created to provide a fluid experience while designing creations via VR from HP. View and manage designs on any device using the LandingPad cloud platform and integrate Gravity Sketch within your end-to-end workflow.

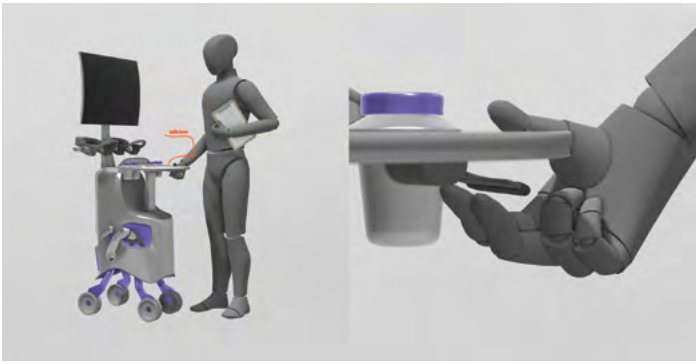
- Easy to use: onboard your team in 8 hours
- Quick to ideate at scale: Work at 1:1 scale from the onset of your design process
- Collaborate in real-time: Work with several stakeholders at that same time in VR
- Design across devices: Access tools and view design through desktop
- Design across devices
- Compatible file formats: Export your work as IGES, FBX, or OBJ and import other apps
- Design with confidence: Import CAD files for reference before staring the design process.
- Create mesh, NURBS, and subdivision content

Designers and engineers face several hurdles in trying to bridge the gap between original idea and final product. The emotion and character of a concept are often lost when moving from 2D to 3D.



Injecting ergonomics and the user experience often comes later in the design process resulting in costly, time-consuming changes. CAD often fails to capture and communicate the sculptural form and feel intended in the original product idea. Getting a design approved and agreed requires multiple iterations, CAD modeling and sculpting when the process could foreshorten at the sketching stage.





“Gravity Sketch is extremely fun to use. Working in VR has dramatically changed the way I approach design and the way digital tools are used in my design process.”

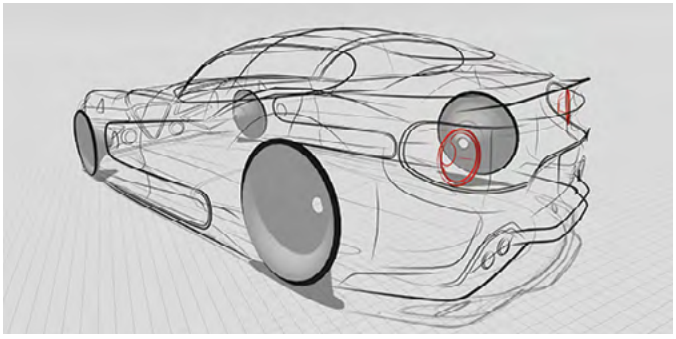
James Robbins, Senior Designer, Honda R&D Americas, LLC

HOW GRAVITY SKETCH ENHANCES THE DESIGN PROCESS

- Free Form Sketch: Translate and enhance unique, hand-drawn styles in 3D. Fluidly express and explore challenging ideas in an uninhibited way, allowing free-form sketching while creating CAD-ready data that persists through the design pipeline.
- Sketch Over Package: Import engineering data as a reference for the hard-points to collaboratively explore design ideas and challenges at the ideation phase.
- Trace Over 2D Sketch: Import 2D sketches and inspirational images to trace over. Freely pull strokes in space to create a 3D wireframe for later use down the digital pipeline.
- Design Reviews: As a team, annotate, iterate, and further develop your designs collaboratively in a virtual environment, including imported package data or designs developed in Alias, Rhino, and other tools.

Hundreds of organizations across industries ranging from transportation, automotive, industrial design, clothing and footwear, media and entertainment, and more, are already realizing these benefits.

Gravity Sketch is delivered on HP VR technology and brings radical change and improvement to design and engineering processes.



Images courtesy of James Robbins

HP REVERB VR HEADSETS

The HP Reverb VR headset is uniquely suited to the design environment. Inside-out tracking without external sensors frees designers to work anywhere and removes the need for a dedicated VR area. The HP Reverb VR Headset delivers:

- 2160 x 2160 resolution per eye
- 114-degree field of view
- 90Hz refresh rate
- 4x front-facing camera tracking with an infinite tracking area
- Compatible with SteamVR and WMR

HP VR READY ZBOOKS

Extending flexible working, the portable, VR-ready and high-powered range of HP ZBook mobile workstations releases designers from the lab to collaborate on concepts at client sites or even work from home. HP ZBook laptops deliver the latest Intel® processors and NVIDIA® graphics, including the HP ZBook Create Notebook with NVIDIA® GeForce® RTX graphics. Looking for added manageability and ISV certifications? Check out the ZBook Studio with NVIDIA® Quadro® graphics.

HP Z1 TOWER AND OMEN 30L DESKTOP

For 2D/3D design as well as entry VR content creation, upgrade with HP. Create truly immersive experiences with a desktop certified for pro software – the HP Z1 Tower. Or choose the HP Omen 30L Desktop with tempered glass panels, a full-metal frame, and complete RGB control.

Start to change and improve your approach to deliver better designs, by contacting:

For businesses - enterprise@gravitysketch.com
For education - education@gravitysketch.com

gravity sketch

4AA7-8342ENW, September 2020