

PRODUCT INTEGRATION





CONTEXTUAL PRODUCT PLACEMENT

Including humans and familiar objects help to establish size of your vehicle

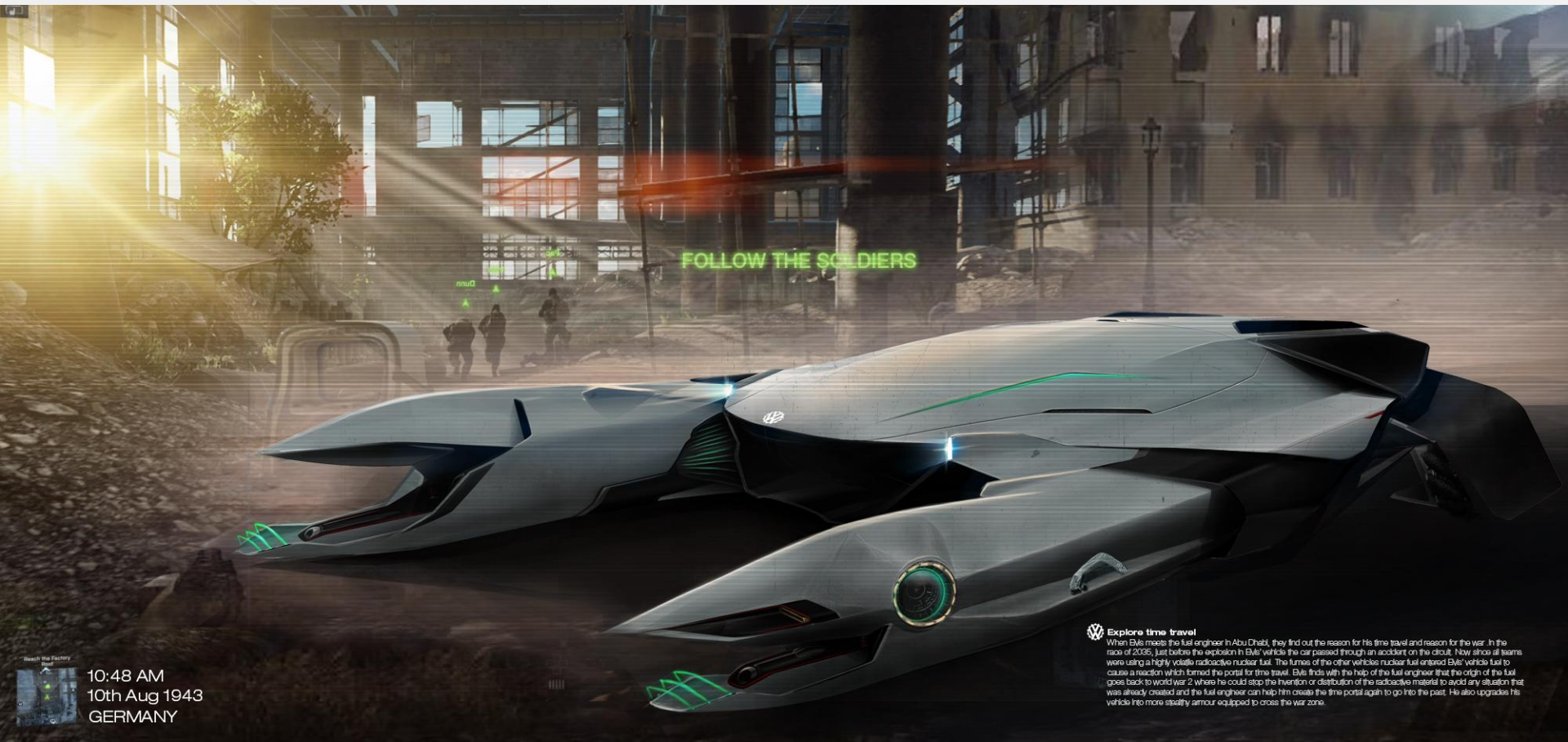
Details and product graphics make your design look finished and production ready

Choose simple but effective scene or background, which makes your vehicle stand out

Choose angle which shows your vehicle best, displaying major features of your design

Choose background which is appropriate to your design and supports it best

Pay attention to lighting in background and on your vehicle. They should look like integral part of one picture.



FOLLOW THE SOLDIERS

Reach the Factory



10:48 AM
10th Aug 1943
GERMANY



Explore time travel

When Elys meets the fuel engineer in Abu Dhabi, they find out the reason for his time travel and reason for the war. In the race of 2038, just before the explosion in Elys' vehicle the car passed through an accident on the desert. Now since it seems were using a highly volatile radioactive nuclear fuel. The fumes of the other vehicles nuclear fuel entered Elys' vehicle fuel to cause a reaction which formed the portal for time travel. Elys finds with the help of the fuel engineer that the origin of the fuel goes back to world war 2 where he could stop the invention or distribution of the radioactive material to avoid any situation that was already created and the fuel engineer can help him create the time portal again to go into the past. He also upgrades his vehicle into more stealthy armour equipped to cross the war zone.



SUPERNOVA

MAZDA

brembo
Watanabe

SKYACTIV
TECHNOLOGY

TOTAL

OSPEC
RACING

Cosmo Sport

67

SKYACTIV
TECHNOLOGY

Watanabe

TOYO
TIRES

TOYO
TIRES

BOSCH

brembo

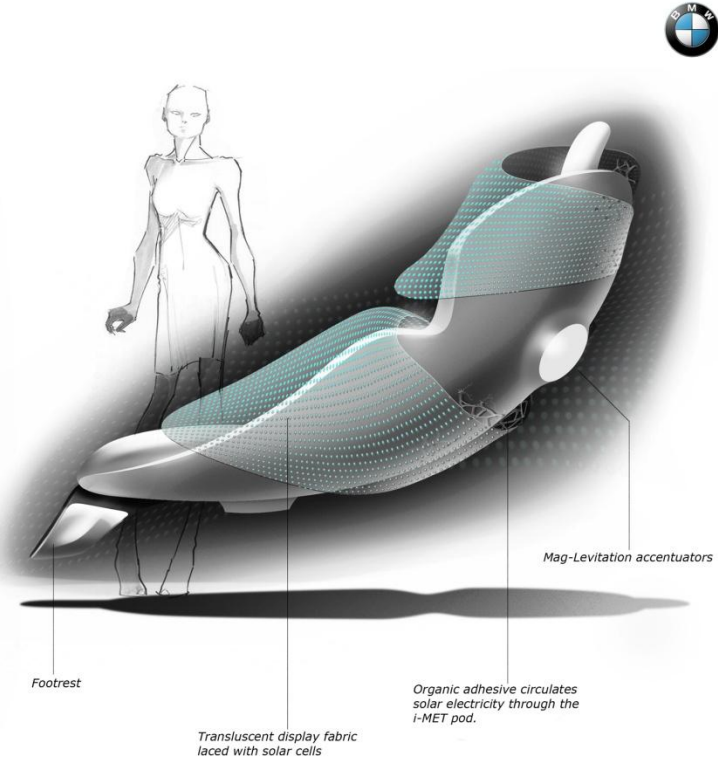
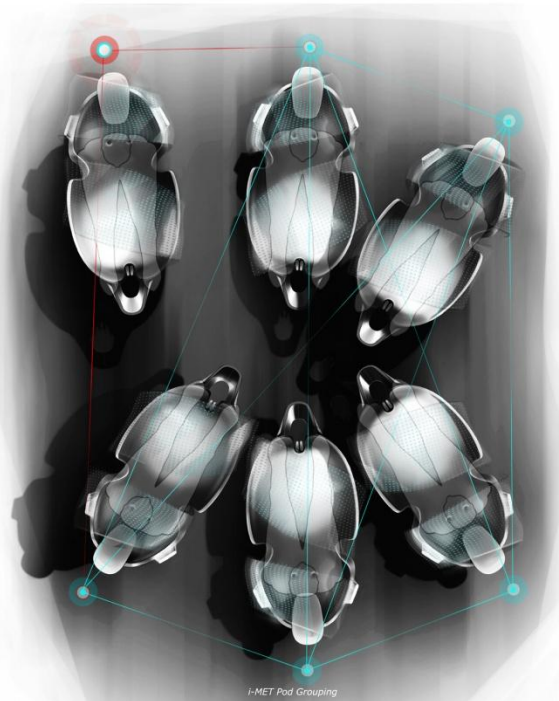
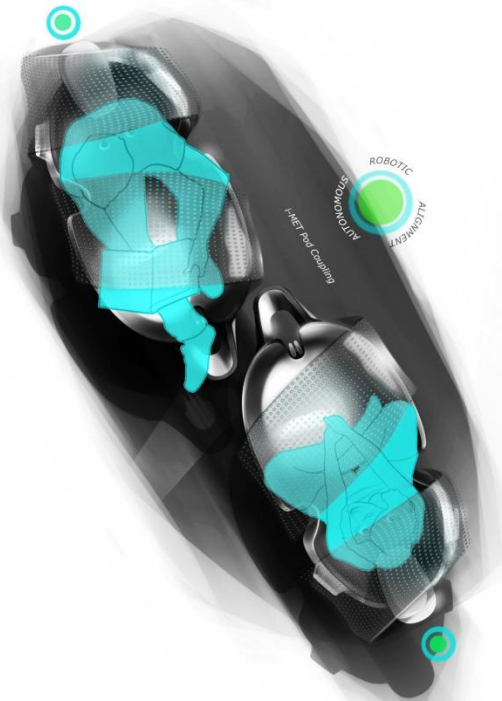
SKYACTIV
TECHNOLOGY

SKYACTIV
TECHNOLOGY

PRODUCT DESCRIPTION



PRODUCT DESCRIPTION

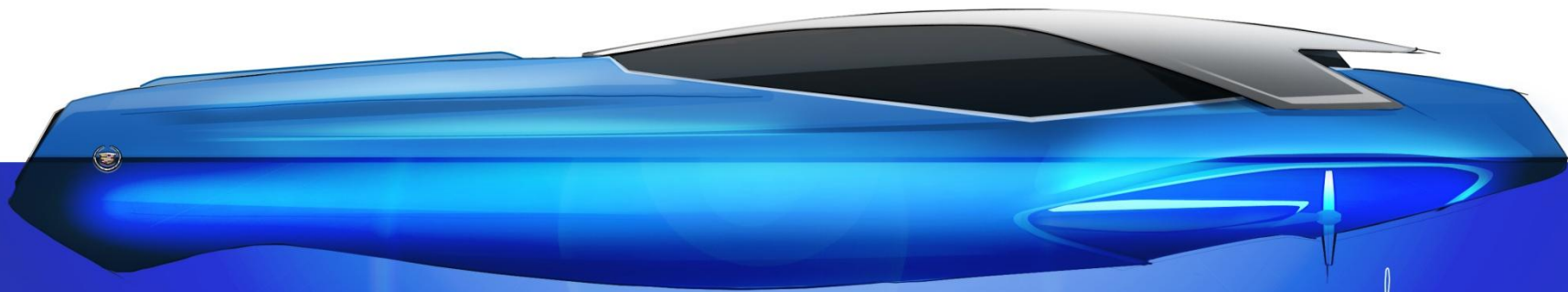




***GOOD TITLE PAGE
POOR PRODUCT INTEGRATION***

"PEOPLE WILL
STARE. MAKE IT
WORTH THEIR
WHILE"

-HARRY WINSTON-



Andrew K. Brown
20-8-2009

*GOOD DIGITAL MODEL
VISUALIZATION*



GOOD PRODUCT INTEGRATION POOR PRODUCT RENDERING





THANKYOU