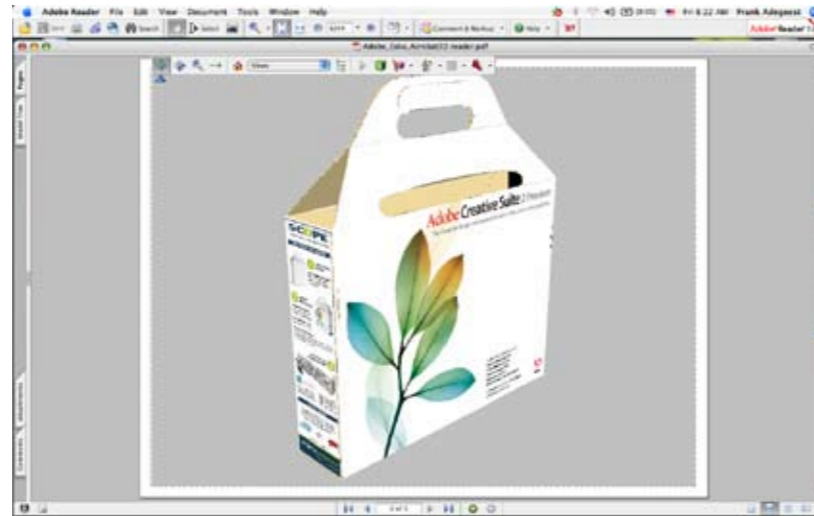




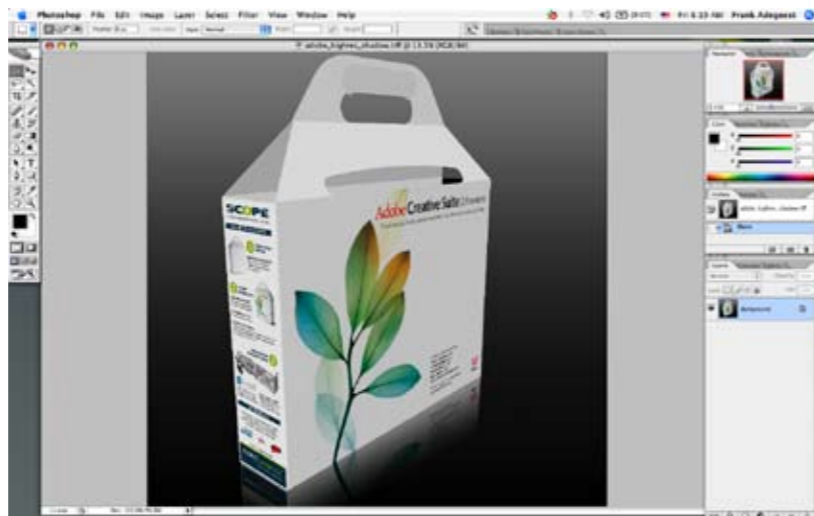
### 3D PDF output for presentation, collaboration and approval

3D PDF files created by 3-dX can be directly viewed with Adobe® Acrobat® Reader (7.0.8 or higher). Extra 3D features are automatically enabled in Adobe® Acrobat® Reader allowing rotation, pan and zoom and other 3D effects.



### Image output for presentation, collaboration and approval

Package designs, created by 3-dX can be exported to realistic product shots. The Tiff files created by 3-dX can be directly used within presentations or even further enhanced with Adobe® Photoshop® (for example, creating additional reflections or drop-shadows). With the "transparent background" feature, complex masking of the package shape is not required.



JUL06 - 3-dX - Copyright © 2006 Esko-Graphics. All rights reserved. All specifications are subject to alteration.

### 3D packaging design tool

*During structural and graphical design, 3D visualization of a package early in the design phase is a major advantage for design efficiency, testing and proofing. Many partners and handoffs are involved, and the more a design can be realistically depicted and communicated, the faster and more precisely the collaboration will deliver excellent results.*

The new and stunning 3-dX Adobe® Illustrator® tool makes the creation of packaging extremely intuitive, taking away mind-boggling 2D to 3D translations. 3-dX lets the creative professional work in a 3D environment, in such a way as if the person is virtually holding the package in his or her hand. With 3-dX, the creative professional receives immediate feedback in three dimensions of how the graphics will look like on a printed package. The results are 3D presentation material and 2D artwork that can be used for collaboration and approval, and the pre-production part of the packaging supply chain.

Based on the world's leading ArtiosCAD native file format, 3-dX maintains a live link between 3D design visualization and the unfolded 2D structure. Information such as fold angles, the relationships between flaps, etc., are taken from the ArtiosCAD file and used to maximize the usefulness and efficiency of 3-dX. Carton or display panels may consist of different co-planar flaps, spread over the 2D unfolded structure. The 3-dX distribute tool will repeat design elements automatically and seamlessly over all flaps. 3-dX leads to a significant reduction of prototyping and proofing costs, and introduces a new and innovative method for packaging design.

3-dX contains the following features:

- interactive 3D rotation in any direction
- panel navigation and zooming
- automatic rotation of panels to the most natural and horizontal view
- 3D guides and grids
- rendering of graphic elements in 3D
- automatically distribute and re-distribute of graphics over co-planar flaps
- PDF 3D output for presentation, collaboration and approval
- image output for presentation, collaboration and approval

### Interactive 3D rotation in 360°



Judge and analyze the structural design in 3D by interactive rotation, pan and zoom.



DeskPack is an integrated part of Esko's complete packaging solution, the most advanced workflow environment for the packaging industry. DeskPack turns Adobe® Illustrator® and Adobe® Photoshop® into full-fledged design and prepress production tools.

## Swift navigation and zooming!

By double clicking the backside panel, which is upside down in the 2D structure, 3-dX will automatically rotate the entire Adobe® Illustrator® file so the operator can work in the most natural orientation.



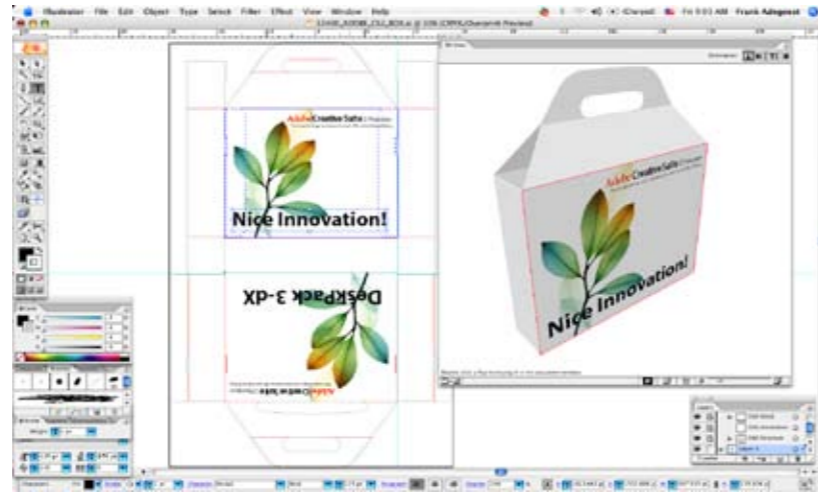
## Rendering of graphic elements in 3D

All graphic elements applied to the panels are instantly rendered in 3D.



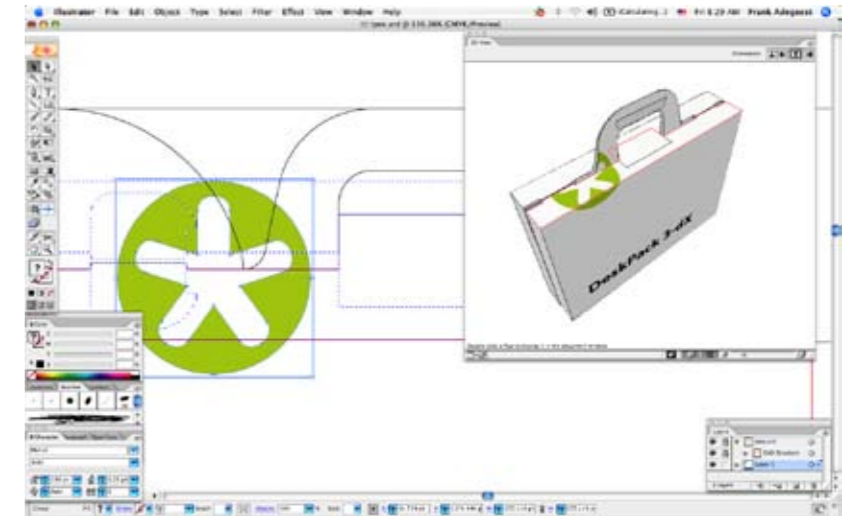
## Automatic rotation of selected flaps to horizontal view; rotate job canvas

The 3-dX guides will assure you easy and perfect horizontal, vertical and see-through alignment. Just draw a guide on 1 of the panels and based on the structural know-how, 3-dX will extend this into a 3D guide, running around the entire package.



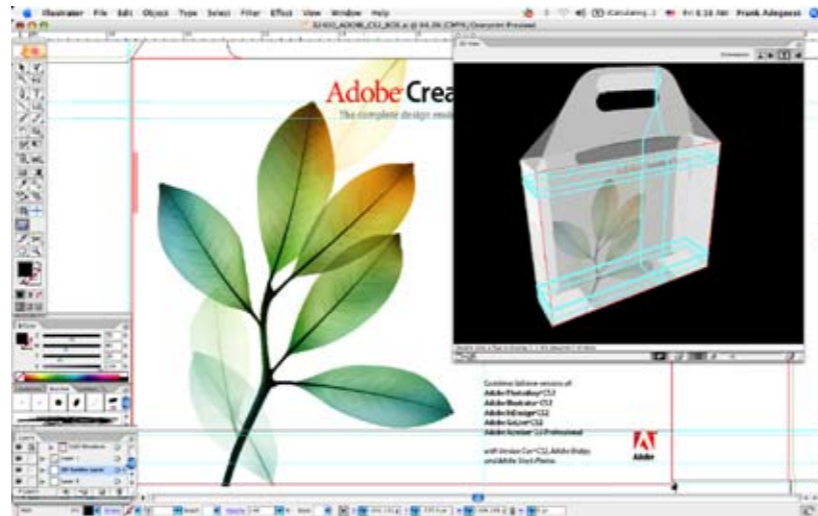
## Automatically distribute and re-distribute design elements over co-planar flaps

Draw an element on one of the sub-flaps. According to the package design, after folding, the logo needs to be copied to the other co-planar flaps that creates the final face of the package.



## 3D guides and grids

The 3-dX guides will assure you perfect horizontal or vertical alignment. Guides and grids created by 3-dX are drawn completely around the entire 3D package.



Based on structural knowledge and the final result after folding of the package, 3-dX knows to which areas and under which orientation to automatically copy and paste the design elements. The design elements could be of any type e.g. images, text, logos, brush effects, patterns etc.

