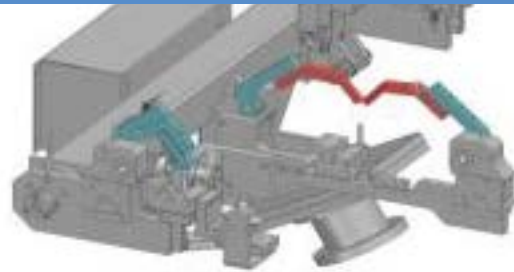
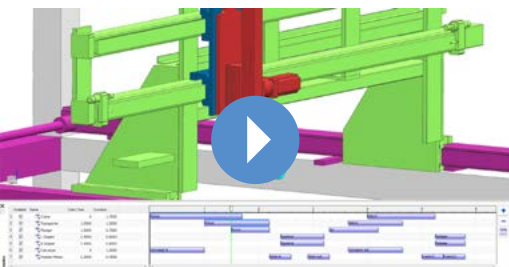


7 Ways NX Animation Designer Can Create and Retain New Business



While additive manufacturing and 3D printing has helped bring down the cost of producing physical prototypes, testing and validating products requires a solution that can animate parts and test, form, fit and function. NX Animation Designer was developed to create true-to-life product animations that can simulate complex motions, adopt assembly constraints, and check for collisions between parts that move simultaneously.

With NX Animation Designer, you can apply motion to a sketch, multi-body part, or assembly regardless of the component structure. The complete articulation can be defined from start to finish with just a few clicks, and the sequence of operation can be optimized with a video editor-style timeline. Best of all, the blazing fast software can render new animations in real time to improve your design productivity.



By utilizing NX Animation Designer's ability to create realistic product animations in minutes, your company can seamlessly draw in new clients even while your team is busy with current projects.

1. New Business Proposals

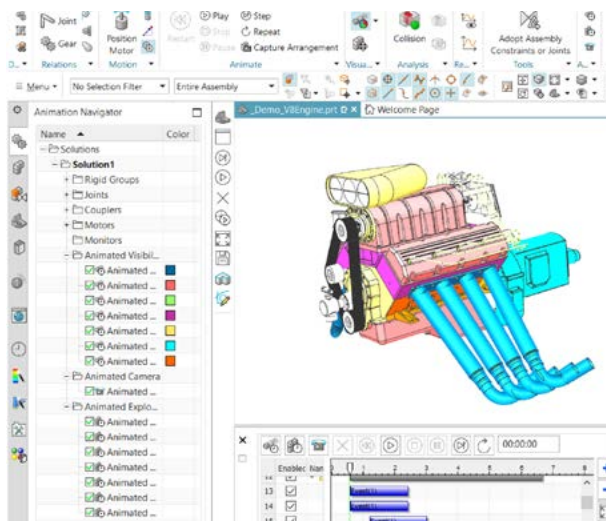
With NX Animation Designer, you can create both in-depth or simplified animations. Develop mockups to display an understanding of the project requirements without diving too deep into details. With NX Animation Designer, you can quickly create eye-catching animations for the account team to prove operation and win new business. With time-based explodes, fancy fades, and endless camera positions, NX Animation Designer will help your team leverage designs into business-winning proposals.

2. Concept Validation

Designers need to be able to start simple and analyze deeper as designs evolve. NX Animation Designer offers commands that automate the setup of a motion study which provides a fast and easy way to understand what a product will look like and how it will function with moving parts. By providing motion simulation for sketches, body parts, and full assemblies, NX Animation Designer allows users to preview products in action – even early in the conceptualization phase without needing costly physical prototypes.

3. Website Animations

Animation is an effective way to connect with and convert your audience. If you are designing cool products, why not show them off? NX Animation Designer is a dynamic marketing tool to effectively communicate design capabilities. Fly-by camera angles help you to show off every cool element of your design and animated camera controls automatically create transitions between captured keyframes. By utilizing this feature, you can certainly impress future potential customers.

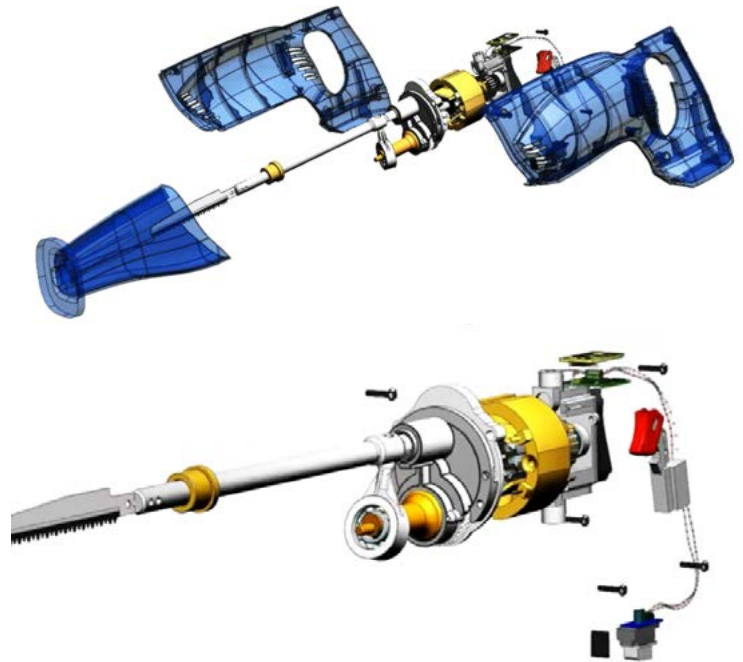


4. Training Videos

When it comes to operator instructions for new products, NX Animation Designer's explode feature can assist with assembly, repairs, and disassembly. Animation simplifies the complex and by demonstrating how parts fit and function together, workers can quickly find the parts that need replacing or quickly assemble/disassemble complex machines.

5. Design Reviews

As products become more sophisticated, so will the simulations. The key to delivering quality products is knowing where to optimize earlier



in the design process and the faster changes are made, the more optimizations can be implemented. Although animations can be designed in minutes, NX Animation Designer helps you analyze designs as they evolve. Color overrides easily identify operations and with collisions being detected along the way, your next design review will be a breeze.

In addition, no physical prototype is needed for the design review. Instead, NX Animation Designer validates your designs digitally, saving your team 92% on the cost of building physical prototypes.

6. Industry Award Submissions

When it comes to showcasing what your product can do, NX Animation Designer is the solution for you. After all of the thoughtful time spent collision testing and time-tabling is complete, the marketing elements of NX Animation Designer such as fantastic fading, exciting explodes, and creative camera angles help you put your best foot forward to bring home the gold!

7. Promotional Videos

Video is 50 times likelier to rank on Google than plain text results. So, if you are trying to bring in new business using inbound marketing, promotional videos are essential. NX Animation Designer includes a video-editing-like tool that allows you to set start and end times. With bold effects including forward/reverse movements, mirroring, and explodes, effective promotional videos can be created quickly without a big, on-site production. This [video](#) from Geometric Solutions provides examples of many of the capabilities of NX Animation Designer for producing marketing videos that help promote the features and benefits of your products.



Learn More About NX Animation Designer

Companies that want to see how their product will look during normal operation, study kinematic behavior, or find collisions during operation, should consider the advantages of deploying NX Animation Designer. Realistic simulations can be created with minimal effort, providing better product visualization and the ability to make more, high-quality improvements.

To learn more about NX Animation Designer, contact Geometric Solutions, your Siemens Digital Industries software partner.

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