

## Months ahead thanks to KeyShot

### Liebherr-Mischtechnik GmbH

With the wide range of mixing plants, truck mixers and concrete pumps Liebherr offers the right solution for every requirement of economical production, optimal transportation and perfect installation of high quality concrete. A large circle of discerning customers all around the world is benefitting from sixty years of experience in the development and manufacture of concrete technology products according to the proverbial Liebherr quality standards.

Liebherr not only manufactures concrete technology in Germany, but also in Brazil, China and Thailand. Liebherr-Mischtechnik GmbH in Bad Schussenried coordinates all activities in this area.

### Customer Voice



*“Seen, tested, purchased – the benefits of KeyShot are simply completely obvious and cannot be dismissed. Already in the testing phase we were able to produce very realistic renderings with little effort. With the combination of performance, highest image quality and ease of use KeyShot is entirely designed to target the needs of designing companies for better visualisation of products.”*

*Rainer Gnann, Application support and management, Liebherr-Mischtechnik GmbH*

### Investment Goals

3D rendering wasn't actually on our agenda. Long ago we had tested the render interface in our CAD system and were not really convinced at the time. However, over the last few years the technology has matured and when we experienced KeyShot with INNEO at PTC Live in Stuttgart, we realised immediately: this offers enormous potential for us. An easy-to-use solution with which we can quickly generate extremely realistic product visualisations.



Mobile twin-shaft mixer on a trailer, with transfer conveyor belt for filling truck mixers. The rendering was used for sales brochures, about three months before the product was really built.

### CUSTOMER INFORMATION

## LIEBHERR

**Liebherr-Mischtechnik GmbH**  
www.liebherr.com

**Industry:** Construction machines, concrete mixing technology  
**Products:** Mobile and stationary concrete mixing plants, truck mixers and conveyors for truck mixers, control and measuring technology, residual concrete recycling systems  
**Staff:** 700  
**Revenue:** Concrete technology: 110m Group: 8963.6m in 2013

### Products and Solutions from INNEO

- KeyShot Pro + Animation
- KeyShot Network Rendering

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Months ahead thanks to KeyShot – continued

**Liebherr-Mischtechnik GmbH**

## Results

Thanks to KeyShot renderings we can look at photorealistic images of new developments months before the real production and use them for advertising. The rendering of our trailer with twin-shaft mixer for example was in our brochure long before the first screw had been installed and created a stir of interested all the way to America.

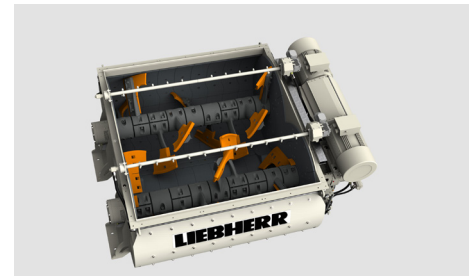
With KeyShot we can create photorealistic images of parts and components which are very difficult or impossible to photograph because they are for example installed in a concrete mixing plant. In addition, we can animate these components to improve comprehension for non-technical staff – a film speaks volumes.

In general, our plants and vehicles are being delivered in the colour and with the logo or lettering of our customers. With KeyShot we can present our products perfectly even during the tendering stage so that our customers recognise their brand immediately. We still have not exhausted all the possibilities of KeyShot. Following the successful use of the renderings and animations in advertising as well as for internal presentations the acceptance of KeyShot has increased enormously in the company. We are expanding the areas of application more and more – there are still plenty of possibilities left!

## Why INNEO Solutions

Since the testing phase we are in constant contact with INNEO. The advice was excellent right from the beginning and any questions of any kind were always answered quickly. Another plus is the fact that you always have the same contact person at INNEO, who is very familiar with your issues and needs.

# LIEBHERR



*Twin-shaft mixer of a concrete mixing plant, rendered with KeyShot*

## Contact

Want to know more about this reference? No problem.

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