AFR Furniture Rental Adopts VFX Direct Digital Media for 3D Modeling

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ROLLINGSFORD, N.H. ? VFX Direct, an award-winning creative agency, announced today that AFR Furniture Rental, one of the top special event furniture rental companies with 22 strategic distribution centers across the United States, has adopted VFX?s 360° solutions to meet growing demand for 3D model content creation and availability used by its customers. With VFX Direct 360° management solutions, AFR continues to set the standard in special events and the hospitality industry by providing customers and future clients the ability to access and download its entire rental inventory, in ?ready to use? 3D model formats that are compatible with most third-party designer software solutions.

?Furniture rental is an increasingly sophisticated, digitized business,? said John Secord, President of VFX Direct. ?In case after case that we see, two-dimensional product photos aren?t helping drive decisions or revenue like they used to. Potential and existing clients need the ability to see to-scale, 360 degree views of the product of interest in 3D space ? they need to know how all the pieces fit together and ultimately look in their own event theme. This is the problem we solve. We enable AFR?s clients and prospects to plug their software, regardless of required format, into AFR?s catalogue.?

AFR came to VFX Direct to help strategize, create, deploy, and manage a measurable 3D model distribution system along with 3D content allowing event planners and industry clients alike immediate access to current rental inventory for use with most any 3rd Party designer layout program. VFX Direct created a hybrid solution, representing an efficient 3D content creation pipeline that met the needs of AFR customers and its multi-teared distribution network. The solution leverages VFX?s relationships with other trusted partners such as Social Tables, CAST Software, and its latest partner Trimble Sketchup and Sketchup 3D Warehouse.

The VFX Direct 3D content solutions gives AFR?s internal and external customers virtual access to AFR rental inventory. ?Our customers can visualize how our pieces will look within the environment that?s being planned and in minutes,? said Tricia Schmitt, Chief Branding Officer for AFR. ?This process in turn accelerates purchase decisions and increases our competiveness. Just within the past 4 months we have received over 45,000+ 3D model downloads from our Sketchup 3D Warehouse account proving our timing and vision has been right on target.? Indeed, recent studies have concluded 83% of consumers research products online before making a purchase decision. This trend pushed AFR to pursue the creation of engaging and useful digital media content for wide-area distribution and access. By using VFX Direct?s unique and efficient modeling processes, AFR now makes available in both high and low polygon options its 3D models for download and use with various industry leading software platforms. File formats include, .dxf, .dwg, .3ds, .skp, and others.

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For more information about VFX Direct, contact the company here:VFX DirectJohn Secord850-218-4983john@vfxdirect.com

VFX Direct

VFX Direct Digital Media Agency is an award-winning creative agency providing full-service new media solutions to a rapidly changing and connected world.

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