



VFX Direct Digital Media Agency Becomes SketchUp Content Developer

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ROLLINGSFORD, N.H. ? VFX Direct, LLC, the award-winning creative agency that provides new media solutions, announced today that it has become a new 3D Content Developer for SketchUp. As an approved SketchUp Content Developer, VFX Direct will make available 3D modeling and associated services, customized to SketchUp standards, for existing and future product manufacturing clientele who want to provide products in 3D model format for use in SketchUp Pro. SketchUp is the world?s most popular 3D modeling platform, used by over 30 million designers worldwide.

?As a leading digital media agency with expertise in 3D content creation, VFX Direct has an enduring commitment to form solid, value-based strategic alliances with organizations like SketchUp to not only enhance service offerings but to provide solutions to our clients that make sense," said John Secord, President of VFX Direct. ?For more than 15 years, SketchUp has continued to set the bar high and drive demand for easy-to-use 3D drawing and planning tools so it was a natural fit for VFX Direct to be accepted as a SketchUp Content Developer.?

VFX Direct will provide a true agency approach to the SketchUp Content Developer program. The agency

team has the ability to purposefully and efficiently build 3D models and to help strategize, create, deploy and manage a measurable 3D model distribution system. This approach allows for maximum exposure and accuracy. Whether a client has just handful of SKUs or thousands, VFX Direct can create hybrid modeling and management solutions customized for each client, which in turn accelerates delivery and ultimately increased sales.

SketchUp users can access 3D content through the Trimble 3D Warehouse, which contains over 2.2 million models and receives more than 1.7 billion page views per year. 3D Warehouse offers manufacturers new opportunities to connect their products within the SketchUp design community. Professionals in architecture, construction, engineering, commercial interiors, light construction, landscape architecture, kitchen and bath design, urban planning, game design, film and stage, woodworking and several other fields use SketchUp Pro on a daily basis to create 3D plans and layouts.

"Developing stronger footholds and expertise in both the product manufacturing and retail markets has been a major focus for 2015 and we welcome SketchUp's very broad reach and experience in these markets in helping us meet our goal," Secord added. "We also see this program as a means of providing our clients with additional revenue generating, consumer facing touchpoints through branded product listings, action driven metrics, and high volume download results."

"We are very pleased to have VFX Direct join our Content Developer program," said Christopher Cronin, Senior Business Development Manager. "Their agency approach brings a high degree of professionalism and creativity to the 3D design process, which I believe will be well-received by our clientele."

For more information go to <http://www.vfxdirect.com>

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For more information about VFX Direct, contact the company here: VFX Direct John Secord 850-218-4983 john@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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