



Project Spotlight: Nortek Global HVAC Division Interactive Sales Tool

Client

Bruce Anderson
Nortek Global HVAC Division

Website

www.nortek.com

Project Type

Interactive Sales Tool
3D Design Services

Resources

Cinema 4D
Octane
Wordpress

QA Graphics (booth C1381) partnered with Nortek Global HVAC Division (booth C3129), to provide a state-of-the-art interactive sales tool application with a larger range of services that utilized the companies many talents. Nortek came to QA Graphics needing a sales and marketing tool for their vendors to showcase how each of their different units can be used in multiple types of settings. The task then became to create a sales tool that shows the versatility of Nortek's many units by presenting them in a factual display that has an easy-to-understand user interface and is visually appealing. This led to the following services provided by QA Graphics:

Complete Sales Tool with 3D Graphic Models

3D Models

QA Graphics created specialized 3D equipment graphics that were specifically built to see the interior technical workings of each component. This demonstrates how each realistic piece of equipment works with each other as if you were out in the field. Nortek broke it down to eighteen equipment categories that needed sixty-five different 3D units modeled. QA Graphics provided detailed cutaways of the



mechanical equipment that contain animation and a high level of detail, along with a 360-degree view. The 360-degree view is a separate module that allows the viewer to control the viewing angle and tilt of the unit with built in controls. The viewer has the capability to zoom in on certain details and to spin all the way around the unit.

Site Maps

QA Graphics worked with Nortek to provide a photorealistic 3D city view to encompass all the requested building types. Nortek's equipment services were broken down into four major building categories: residential, commercial, industrial, and institutional. From there, twenty-nine custom building exterior renders were created for this site map. This allows the capability to show the versatility of their units by realistically demonstrating the 3D equipment models in a real-life situation within a building or home. The end result is a site map view that is clickable so that users can easily access the various building types to view more. This provides an even more dynamic look and feel, just as if you were viewing the building and equipment in person.



To see the site map and easy-to-understand navigation, view this video: <https://bit.ly/Norteknavigation>

Total Interactive Sales Tool

The end result is an interactive sales tool for Nortek vendors and sales representatives to always have in hand, ensuring their salespeople are conveying their message and connecting to their audience. No matter if it is in a large-scale format at a tradeshow, such as AHR (Nortek Global HVAC Division booth C3129), or a private meeting to view at their leisure, with the realistic 3D equipment models and site map setting lets Nortek capture their audience's attention. By delivering the information in an easy-to-understand manner, their customers see what exactly Nortek and their equipment can do for them.

As design and technology collide QA Graphics uses their experience and knowledge to support their clients every step of the way in their quest to stand out far above their competitors