



# Cadillac BLS Case Study

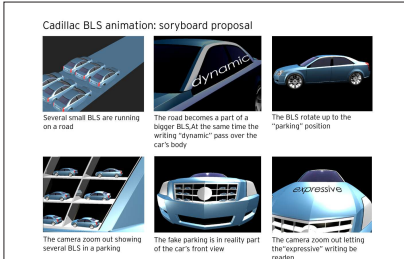
Cadillac BLS is a new car presented as world premiere at IAA 2005. The car is expressly conceived for Europe, moreover it is the first Cadillac diesel. Protoscar has been involved to realize a virtual animation to emphasize these new features of BLS .

The client's inputs were to communicate elegance and technology and to integrate the virtual animation with the architectural design booth area. We used the capability of the 3D virtual animation to attain the client's goals, visualizing the car and the engine with special lights and transparencies effects that were custom made for the special projection onto transparent screens (Holopro).

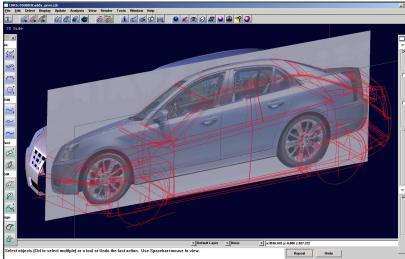
The project was done in 1 month.

09/05

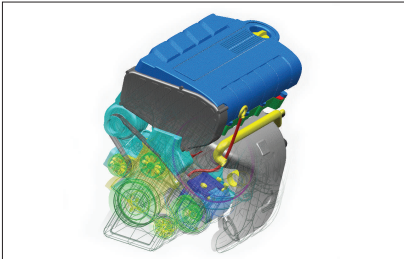
**Protoscar**  
3D DIGITAL SOLUTIONS



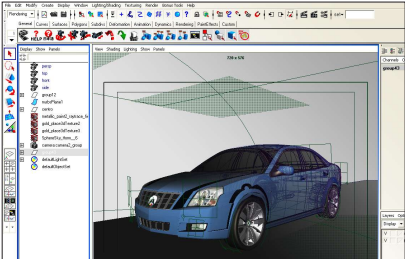
Storyboard elaboration



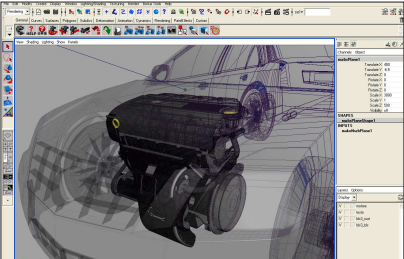
Cadillac BLS 3D modelling (CDRS)



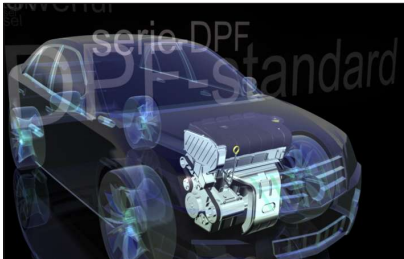
Engine 3D modelling (CATIA)



BLS animation (Maya)



BLS animation (Maya)



BLS virtual rendering (Maya)



BLS virtual rendering (Maya)



Postproduction (After Effects)



The new BLS on the IAA 2005 booth and our virtual animation projected on the background



Global view of the Cadillac booth