

3DSoC signs distribution deal with Aditya Infotech

It will be distributing VISPublisher suite products to help companies develop 3D interactive, multimedia e-manuals by leveraging the 3D/CAD assets of a company

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Bengaluru: Bengaluru-based 3DSoC announced the appointment of Aditya Infotech, a Delhi-based company as a value added distributor (VAD) for the exclusive distribution of the VISPublisher suite of products in India.

It helps companies develop the next-generation of 3D interactive, multimedia e-manuals by leveraging the 3D/CAD assets of a company. 3D e-manuals are used extensively as training, product operation, repair and maintenance manuals.

Commenting on the alliance, BR Lanka, VP, 3DSoC said, "Aditya Infotech has the understanding, knowhow and demonstrated capability in taking innovative new software products and creating a scalable business model for the same. 3DSoC hopes to see the VISPublisher suite of products being sold and supported across a wide variety of verticals and customers."

He added that current tools which use technologies based on video animation face challenges like large file size, lack of interactivity and difficulty in handling engineering changes. "We believe VISPublisher will significantly reduce the gap between the launch of an OEMs product and the technical manuals by reusing the 3D assets of a company. VISPublisher will also ensure that engineering changes in products are reflected in the training, operation and maintenance manuals. The concise nature greatly enhances dissemination of 3D product information on the web with multimedia," Lanka shared.

Rishi Khemka, Director, Aditya Infotech said, "We are very excited about the tie-up with 3DSoC and the technology that they have developed further strengthens our MCAD portfolio. It will provide a uniqueness and differentiation to the VAR network we will build in today's times, since this will be real value-addition to the customers. This will present a very good service opportunity to the VARs as well. We are looking forward for this to be a major growth area for both companies in the coming years."