

## 3DSoc Signs Aditya infotech as VAD

By [Channelworld Bureau](#)

Tuesday, May 5, 2009 12:00:00 AM IST

3DSoc announced the appointment of Aditya Infotech as a Value Added Distributor (VAD) for the exclusive distribution of the VISPublisher Suite of products in India.

The VISPublisher Suite of products help companies develop the next generation of 3D Interactive, Multimedia eManuals by leveraging the 3D/CAD assets of a company. 3D eManuals are used extensively as training, product operation, repair and maintenance manuals.

3DSoc is a technology company spun out of Stanford University and Indian Institute of Science and funded by IDG Ventures, India. 3DSoc's patented VIS file format (Virtual Interactive Solid) is a concise and unified representation of 3D geometry, animations, text, textures and sound. VIS is typically 100 times smaller than CAD representations. Based on this format, VISPublisher Suite of products delivers the next generation of interactive, animated, multimedia, 3D eManuals.

Commenting on the alliance, B R Lanka, VP, 3DSoc says "Aditya Infotech has a pan-India presence and is a recognized leader in Value Added Distribution of high quality IT products and solutions. They have 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 customer and geographic segments."

Lanka further adds "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 OEM's 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."

Aditya Infotech Director, Rishi Khemka said "We are very excited with 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."