



Arkitek's stereoscopic 3D animation helps AB SCIEX enhance major new product launch

Viral phenomenon validates new technology to help customers visualize what actually happens inside the product

SEATTLE, Wash. – December 27th, 2011 – AB SCIEX, a global leader in analytical technologies, selected Arkitek Studios to create a stereoscopic 3D animation of their new SelexION technology, which increases the specificity and sensitivity of their popular AB SCIEX QTRAP™ 5500 mass spectrometry system for quantitative and qualitative analysis to advance science. This 3D rollout marks the first time AB SCIEX has used the new stereoscopic animation, which employs electronic shutter glasses, introducing a new and compelling way to engage customers with technology.

“Arkitek’s hard work, dedication and guidance allowed us to produce a very original piece of technical marketing, which is a first-of-its-kind in our industry. Capable of visualizing and packaging the concept we wanted to convey, Arkitek was extremely responsive to feedback and sharing of ideas. We look forward to continuing our relationship with Arkitek moving forward to help create new cutting-edge materials and approaches in our marketing initiatives,” said Steve Peters, Creative Services Manager at AB SCIEX

“This stereoscopic 3D animation is not yet ‘out-of-the-box’ technology, so getting all the different software packages talking to create stereoscopic animation was a challenge,” said Doug Huff, Co-founder/Creative Director of Arkitek. “However, we get a kick out of solving problems, and this was an interesting one to tackle. Its success shows what can be done to take sales and marketing to the next level.”

The collaborative relationship with AB SCIEX further cements Arkitek’s core mission: to facilitate comprehension of complex ideas. Beth Anderson, Co-founder/CEO of Arkitek Studios, said “Working with AB SCIEX is always a rewarding and stimulating experience. The scientific field of mass spectrometry is an interesting space, not only because of the technological complexity involved, but also because of its direct impact on human health. We are proud to be able to help simplify the way a complex piece of technology is presented in the marketplace, creating a new user experience that is unforgettable.”

About Arkitek

Founded in 1997, Arkitek creates high-end 3D animation and interactive content for the science, technology and education communities. We translate tough concepts into elegant visualizations that are captivating and universally understandable by diverse audiences worldwide.

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