

## Flash Multimedia Presentation 1/3

Client: Sims Recycling Solutions



Sims Recycling Solutions, a division of Sims UK, has been created to develop opportunities arising from new European environmental legislation that will compel manufacturers to take financial responsibility for 'end of life' products.

Its objective is to pioneer practical recycling solutions for waste streams. It introduced the UK's first and Europe's most environmentally sound fixed refrigerator recycling plant during 2002 in response to the introduction of the Ozone Depleting Substances Regulations.

### The Challenge

When Sims Recycling Solutions introduced the UK's first fridge recycling process, where an end-of-life refrigerator is broken down into its component materials without the release of harmful gasses, they saw an opportunity to use the latest multimedia technology to demonstrate the process to the public and their employees globally.

Due to the complexity of the new process a method was sought to provide a visual aid that would take a viewer through the method and science of the fridge recycling process in a manner that was interactive and easy to understand.

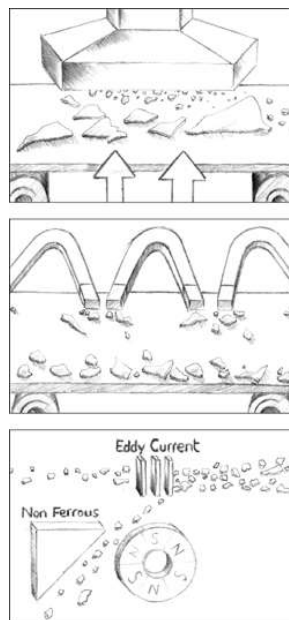
Sims Recycling Solutions challenged Netramedia to break the process down into a simple and attractive presentation. Utilising the latest multimedia technology and deploy it across several different mediums including CD-ROM and the Internet.

Even though they had a relatively short lead-time to get communications material ready, they decided it was important to invest the time in an innovative multimedia presentation.

### The Solution

As with all solutions of this type the first challenge for our multimedia team was to get to grips with the process and technologies that were to be presented.

A number of teleconferences were arranged and the process broken down into more and more detail until a visual story board was developed to guide the designers of the presentation.



The presentation then entered the construction phase and prototypes were regularly presented for critique and approval.



## Flash Multimedia Presentation 2/3

A number of development challenges were overcome through our innovative approach to problem solving, and the state of the art technology we use including the accurate representation of dust and debris particles.



The final presentation was delivered bang on time for the opening event and was used very effectively by those who presented the new process. A version was placed on the Sims-Group UK website and also delivered on CD-ROM.

In addition a version was also developed to auto run through the process for display purposes.



### Technology behind the solution

The presentation used the latest technology from Macromedia based on their new MX Framework, specifically Flash MX.

The visuals were created using Lightwave3D; NewTek's broadcast quality 3D development software. These were rendered out into a Vector (Mathematical Based Graphics) Wire frame format.

An algorithm "particle engine" was developed to accurately simulate the particles and debris throughout the presentation in areas such as the shredder.

### Outcome

As well as playing a roll in the successful launch of the new fridge recycling plant the presentation also found stardom on televised news reports throughout the south of England and Wales where the story was reported.

On the back of the success of this project we have, along with our webengines.co.uk

[www.webengines.co.uk](http://www.webengines.co.uk)

technology partner Pentellix Ltd, successfully secured more work with SIMS GROUP covering their global operations in Australia, New Zealand, US, Canada, UK, India, Malaysia and China.

The presentation can be viewed at:  
<http://www.sims-group.com/uk/>



## Flash Multimedia Presentation 3/3

“ Netramedia has been very helpful in the creation of an animated presentation that details and describes the process of our new End of Life Fridge Recycling plant in Newport.

As a company we were the first in the UK to offer such a facility and we needed a tool that could explain the process to potential customers and indeed to our own employees. The technology was very new and potentially complicated to understand. We also had a relatively short lead-time to get communications material ready for the launch of the plant. Netramedia helped us take the process and break it down into this simple, attractive and easy to use presentation.

Since then we have needed to use the presentation in a number of different formats and as a company have gone through a re-branding exercise. Netramedia have always been quick to respond in evolving the presentation to our latest needs. ”

**Myles Pilkington**

**Communications Coordinator  
Sims Group UK Limited**

