

Under Embargo 2nd August 2017 6AM PST

“VR is Becoming a Professional Design Tool”

Gravity Sketch VR Public Launch

Product intro:

In 2014 we set out to develop a tool that would democratise digital 3D design. We saw a future world where we all are much more 3D literate and the key to this future was content. So far Gravity Sketch has been a powerful tool for several and we now want to allow everyone to get involved.

We are now launching on the next platform in our road map “Gravity Sketch VR”. Unlike other artistic VR creation tools, Gravity Sketch is focused on a professional creative workflow. We based the creation of geometry in non-destructive parametric modeling, allowing users to explore infinite iterations of their ideas. Going beyond strokes in space this solution is equipped with powerful tools like surfaces, symmetry, revolutions, and control point editing. Designers, architects and engineers can create quick 3D mock ups of ideas and seamlessly bring them to more complex CAD software with our powerful file format. It’s time for VR to become a serious professional design tool; we are excited to deliver our tool on this exciting platform.

Reinventing the Workflow:

For years designers have used pen and paper to represent their 3D ideas and then move into complex computer aided design (CAD) software for 3D visualization. We propose ditching the pen and paper and working with your 3D ideas directly in 3D!

With the six powerful entry tools (stroke, brush, revolve, curved surface, surface, primitives) our beta community has been creating amazing work and redefining how they visualize, communicate, and share ideas. Some have dropped 2D sketch all together completely innovating their workflow and some have flipped it on its head. Gravity Sketch is already disrupting archaic workflows like automotive design ditching clay modeling, architecture working directly in 1:1 scale and animators immersed in their scenes.

We have been able to penetrate these workflows due to the flexibility of our geometry and file format. Allowing all the content to flow straight into the next step in their process.

Launching on Steam and Oculus:

We have been working closely with our 500 beta testers and have come to a great place in the development where we would like to open the tool to a wider audience. We are launching our basic solution on Steam and Oculus followed by a professional and enterprise solution later in the year, which is currently being developed closely with automotive OEMs and architecture studios.

About Gravity Sketch:

Based in London UK, we're a small team of designers and engineers who are passionate about developing inclusive creation experiences. We come from mixed backgrounds ranging from mechanical engineering, physics, and industrial design. As individuals we have extensive experience with design and manufacturing of physical products. One thing we continuously found frustrating during or professional work was the initial ideation stage where the creator moves from 2D sketches to a digital 3D environment through the use of CAD. We started Gravity Sketch to breath new life into this industry and increase access to digital design and manufacturing process in hopes to increase overall 3D literacy.

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Steam Store Page:
<http://store.steampowered.com/app/551370/>

Quotes from our users:

“Done in VR using Gravity Sketch. It is a NURBS modeller and it is freaking awesome. VR has a lot of advantages over traditional 3D, one of them ability to scale, move and rotate at the same time. You know exactly where you want to place object and it feels super intuitive and saves time.” Jama Jurabaev. Art Director at Industrial Light and Magic

“This update completely changes the way I approach the design process. I skipped a 2D sketch completely! Drawing in Gravity Sketch in 3D, with the precision that editing control points on curves allows is mind bending.” Michael Smith, Design Manager Ford Motor Company

“At work we are always looking for a good way to translate a sketch to 3D..Now the designer can do it themselves in Gravity Sketch and understand how their designs need to work in 3D. Typically if we are lucky we will get an alias file with curves that roughly represent the car. But sometimes the designer is limited by their understanding of that tool.” James Robbins, Vehicle Designer