

PRESS RELEASE

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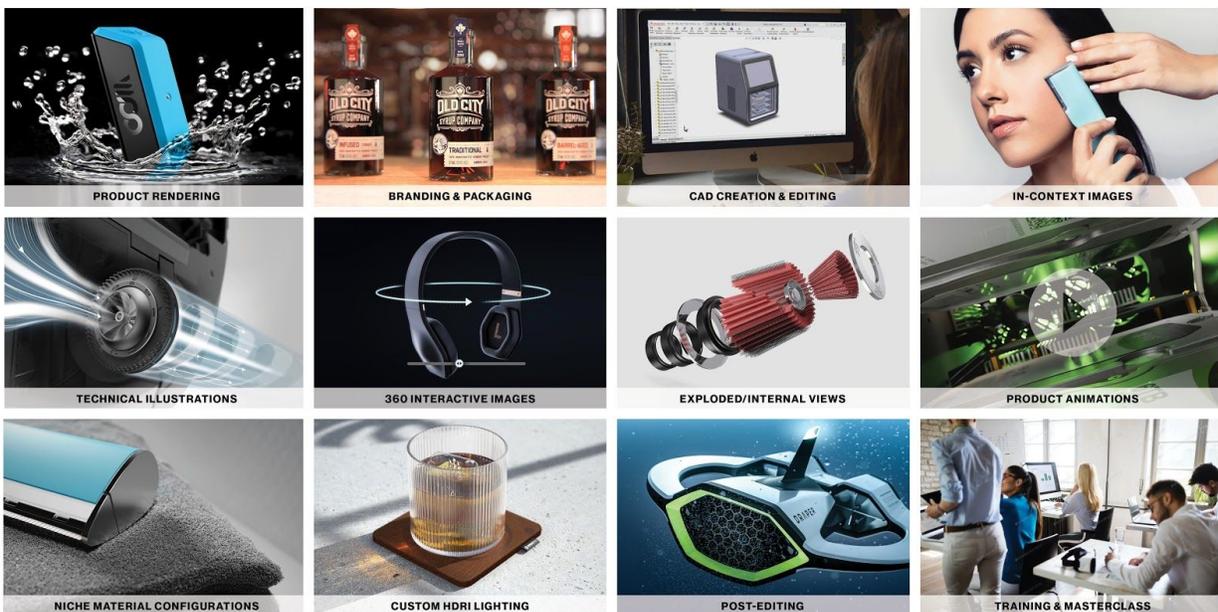


FOR IMMEDIATE RELEASE - Sprout Studios announces the launch of Sprout Viz, an industrial design-led visual content creation agency.

January 14, 2021 - BOSTON, MA - Introducing Sprout Viz, an industrial design-led visual content creation agency by Sprout Studios. Sprout Viz creates high resolution, photorealistic, computer-generated imagery (CGI) and animations. The agency draws on over 20 years of experience with its parent company Sprout Studios, an award-winning Boston-based design studio with clients including Accenture, Honda, Samsung, Seagate and Staples.

With a client portfolio ranging from Fortune 100 brands to startups, Sprout Viz serves industries from medical to transportation and manages assets from products to packaging. All utilize CGI to save time and money over traditional photography, which has become even more costly and difficult to execute amid the changes and unique demands brought on by COVID-19.

With 62 percent of consumers reporting that they now shop online more than they did pre-pandemic, marketers have registered an even more dramatic shift to e-commerce. The uptick has sparked the need for strategies that thoughtfully respond to this new low-touch economy. CGI can help companies visualize compelling product-as-hero stories more quickly and affordably than ever.



Sprout Viz provides an array of services ranging from 3D CAD creation to virtual reality and beyond. Whether “the ask” is product renderings for Amazon Marketplace or custom animation for a keynote presentation, Sprout Viz produces imagery that tells a company’s story in ways that equip its brands to excel in our digital future.

“We have seen an explosion in CGI-related projects,” says Jordan Nollman, CEO of Sprout Viz. “To cater to this growing demand,” he explained, “we analyzed the trends, built a state-of-the-art render farm and data center, and stacked our team with world-class talent.” While the idea for Sprout Viz had been under development prior to the pandemic as a natural extension of Sprout Studios’ consulting work, the impact of the virus accelerated its launch.

The team will be led by Head of Visualization, Jack O’Farrell, who has been instrumental in building this business over the past two years. “We’ve been preparing for this for a while now and it’s great to see things in action. There’s a real shift in favor of digital visualization underway. It’s exciting to provide services that help our clients acclimate to this shift,” said O’Farrell.

CGI allows for real-time updates to lighting, composition, color, material, and so on without the complications of traditional photography. “Virtual photoshoots give us endless possibilities, including the opportunity to place someone’s product in an unimaginable scene,” O’Farrell explained.

To learn more about the Sprout Viz four-step visualization process and the benefits of CGI, visit [SproutViz.com](https://sproutviz.com).

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