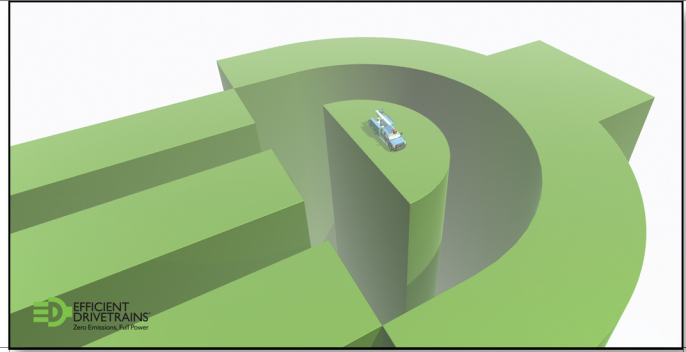**CLIENT:** Efficient Drivetrains (EDI)

PROJECT: Interactive Demo

PLATFORM: Mac / PC / VR

PRODUCTION TOOLS: Unity3d, Maya, Adobe CS

ContentX has crafted the EDI brand and marketing platform for over 15 years. As their products are both complex to visualize and difficult to transport for sales and presentations, they wanted a clean way to demonstrate their integrated productline in a way that was both immersive and contemporary. This living project was designed to work on all major viewing platforms and expandable / online updatable for later product advancements.

PowerDrive™ PHEV / EV Drivetrain Systems

The EDI PowerDrive™ Series is an advanced suite of drivetrain products that enable OEMs, suppliers, and integrators to rapidly and cost effectively bring electric and hybridized vehicles to market while reducing overall development costs.
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> *"The ContentX team has consistantly delivered amazing design and creative support. HD video, online presence, print collateral, 3d graphics, interior office design... they make our industry leading technology look the part..."*
>
> **Joerg Ferchau**
> *C.E.O. - Efficient Drivetrains*

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