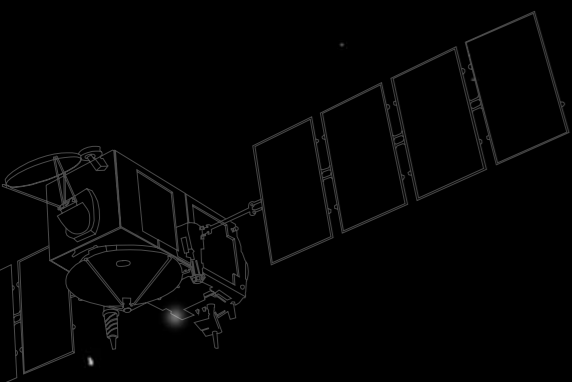




**SPACELABS**  
mediaLAB



# VISUALIZING

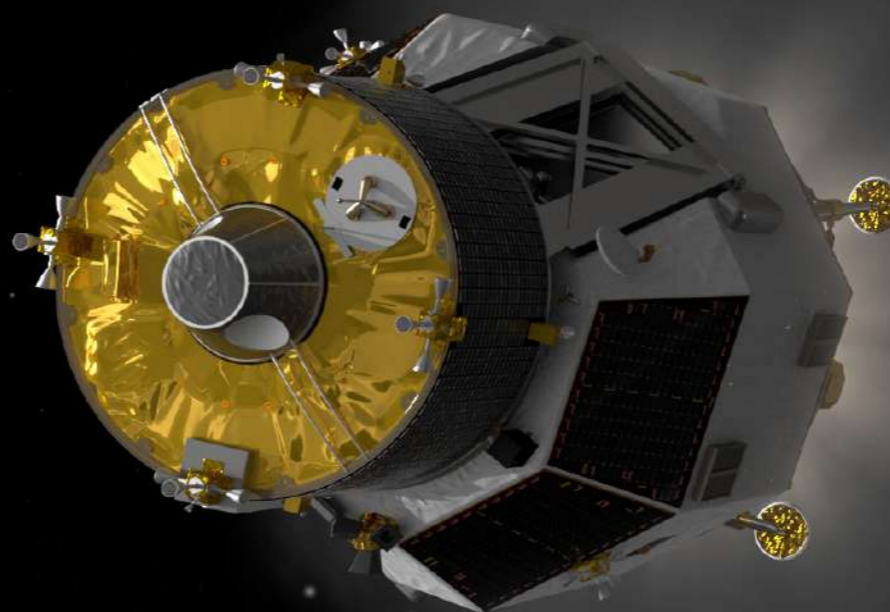
# THE UNSEEN

The combination of scientific accuracy and captivating appearance of our visuals and animations brings projects and products to life.

ATG **media**LAB creates communication products which visually explain complex systems and topics.

We specialize in highly realistic three-dimensional animations and visuals.

Our Lab has many years of experience in developing graphic designs and motion graphics in support of two-dimensional visual communication products.



# THE NEEDS

Clear and appealing communication in technological environments is essential, especially when you need to explain something that cannot easily be seen. This is relevant for complex missions in space and on earth, both for the product itself and for its functioning.

Creating a better understanding of your project may open doors to funds as well to stakeholder engagement and can be the difference between success and failure.

# OUR APPROACH

ATG mediaLAB's team of visual communication specialists has all the expertise needed to transform your story into a visual or animation that provides you the means to reach your audience.

We create two-dimensional and three dimensional scientifically accurate artworks. We specialize in a highly realistic style but apply other styles whenever we see the message benefits from it.

- 🌀 Visual support for start-ups
- 🌀 Graphic design support
- 🌀 Motion graphics
- 🌀 3D visualization & animation
- 🌀 Photography
- 🌀 Full video services
- 🌀 Virtual reality



# WHAT WE OFFER

## A BROAD PORTFOLIO FOR A BROAD AUDIENCE

Through our diverse but integrated portfolio we offer visual communication material for a whole range of application fields and audiences. Our customers operate in high-tech industries such as space, semicon, aeronautics or the maritime sector. From printed marketing material to digital communication platforms and from corporate branding to three dimensional demonstrations of complex systems functionalities, we target both science communities and governments as well as the general public.

## SCIENTIFIC ACCURACY

ATG Medialab prides itself in creating scientifically accurate visual productions. This allows us to visually explain the complexity of our customers' products and to visualise the unseen. All created by digital artists with an eye for visual communication and storytelling.

## IP MASKING

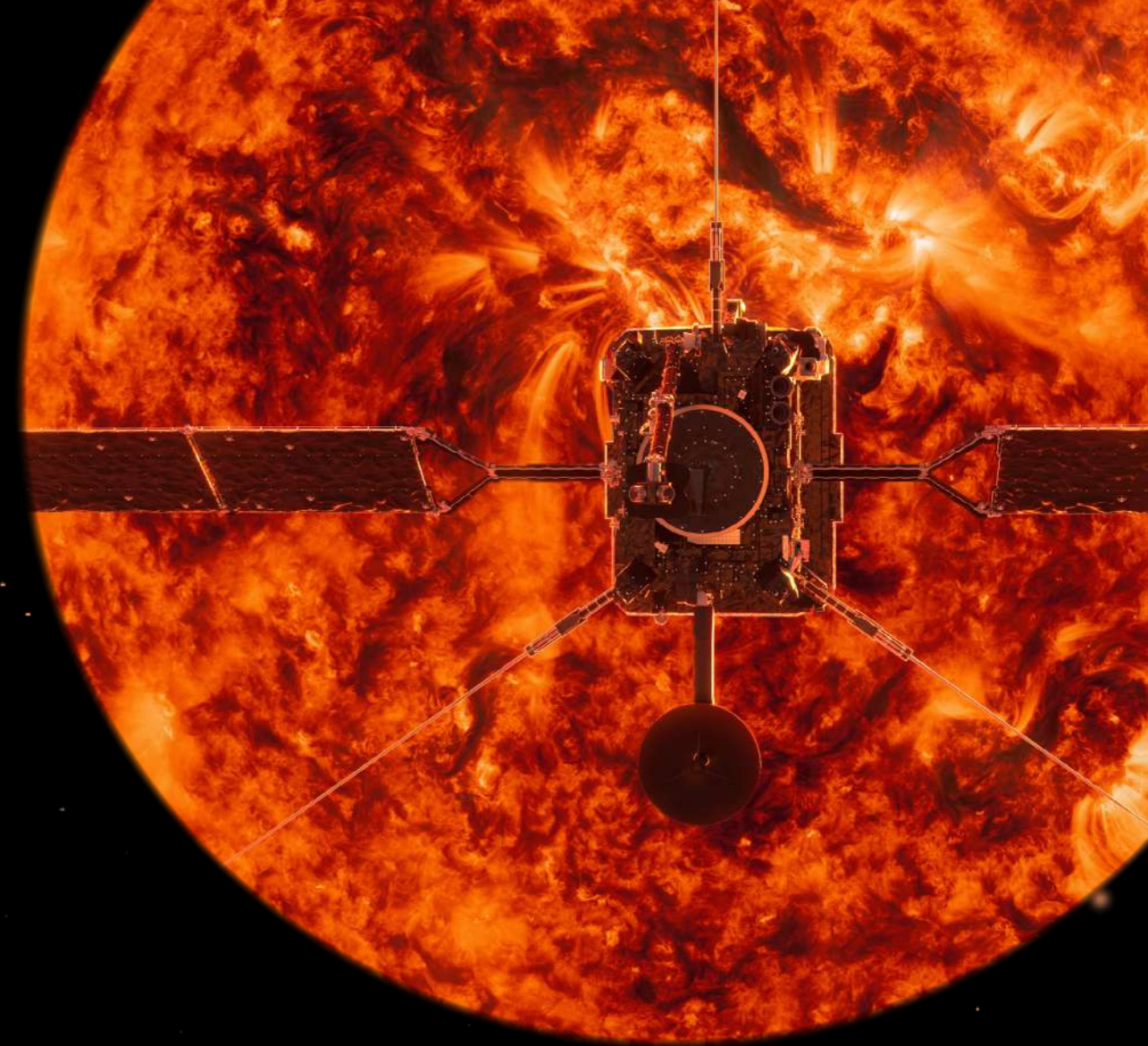
Just as we can complement partial designs, Medialab can also meaningfully mask or change precious IPs that need to be protected from potential competitors. This is interesting if you want to communicate about your product without giving a full insight into the technology behind it.

## FINALISING CUSTOMER DESIGN CONCEPTS

Our lab offers the capability to go beyond visualising finished products in operation. Even when products are still in the early development stages our team of specialists, in close cooperation with our engineering team, can fill in the gaps and represent the design as if it was already finalized and fully functional. By understanding the physics and the engineering principles behind it, we can complement and enhance drafts into a believable systems that better support early stage investment pitches.

## DATA SECURITY

ATG Medialab takes full care of the data that our customers entrust us with. We understand that your designs are at the core of your business. Maintaining confidentiality and high levels of data security are therefore essential. This is why we have a security cleared infrastructure in our company, combined with decades of experience in protecting this kind of information.



**25+** years  
IN BUSINESS

**50+**  
MISSIONS SUPPORTED

**5000+**  
VISUAL PRODUCTS

# ACHIEVEMENTS



ATG mediaLAB has created a wealth of 2D and 3D visual communication products for the European Space Agency and other large international customers over the last 25 years.

A snapshot of our portfolio, focussing on 3D animations, can be accessed though our youtube channel.

We developed a digital portal to the European Space Agency, to explain what it is about and what it stands for. Through six different storylines the platform shows the user a large collection of footage (in the form of animations, visuals, videos, explainers, photo's, webpages and interactive gaming elements) all linked to a number of storylines.

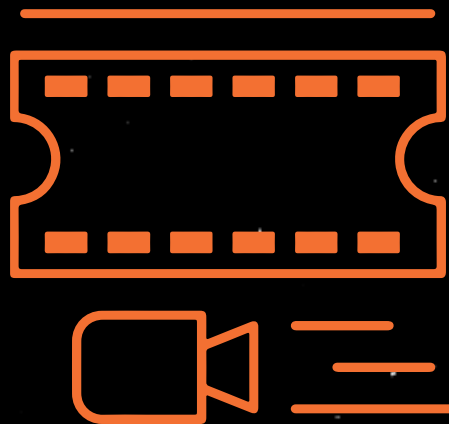
The platform was developed in a record time of only 10 weeks.  
It can be found on [discover.esa.int](https://discover.esa.int).

Check out mediaLAB productions on our YouTube [HERE](#).

Check out the video from ESA's Director General [HERE](#).

# SPACELABS

mediaLAB



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