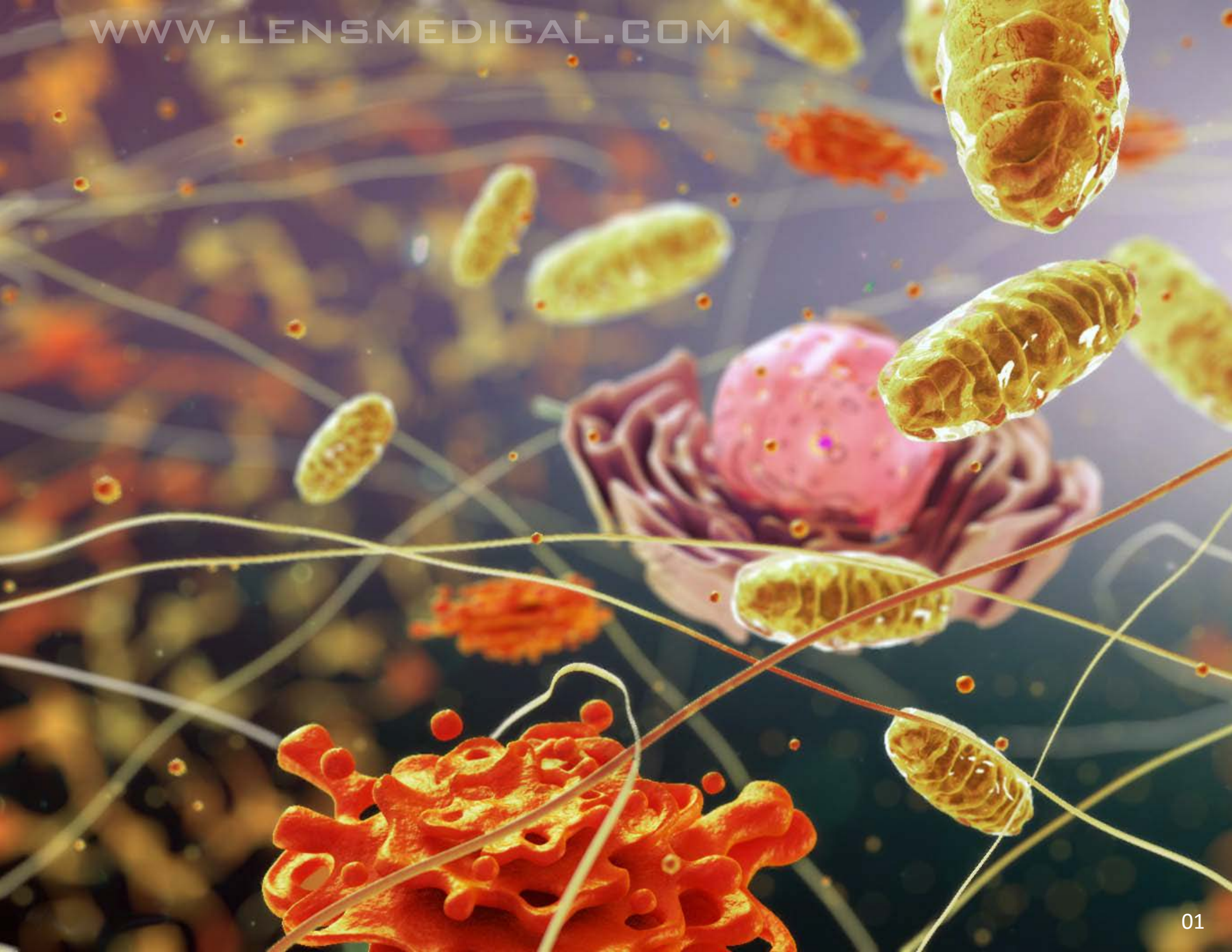




L U C I D S C I E N C E





With a vision to deliver compelling medical stories through simplicity and precision, Lens Medical Visualization was founded in 2008. We specialize in delivering concise and lucid scientific concepts with technical and medical accuracy through 3D medical illustration and animation.

Our team consists of multi-talented individuals with advanced backgrounds in medical animation, medical and healthcare marketing, whose combined passion and commitment to deliver award-winning visual presentations that relate to multiple audiences.

Our core expertise is high-quality medical illustration, scientific and biological illustration, medical animation, interactive design, web publication and graphic design that seamlessly integrates with the client's application.

We take considerable pride in developing entire projects from “script to screen” and enrich the visual storytelling experience.

An abstract background featuring vibrant, colorful liquid splashes in shades of orange, yellow, and red, set against a dark blue and purple backdrop. Several fresh raspberries are scattered throughout the composition, adding a natural, textured element to the fluid, dynamic scene.

SERVICES



WORK SAMPLES

WWW.LENSMEDICAL.COM

CONTENTS

Lens Medical Visualization

3D Animation

Immunity	08
Muscle Mass	10
Bone Biology.....	12
Gout.....	14
Cardiology.....	16
Cosmetic Dermatology.....	18
Neurology.....	20
Diary.....	22
Device Animation.....	24

Illustration

Ophthalmology.....	26
Muscle.....	28
Device	30
Cardiology.....	32

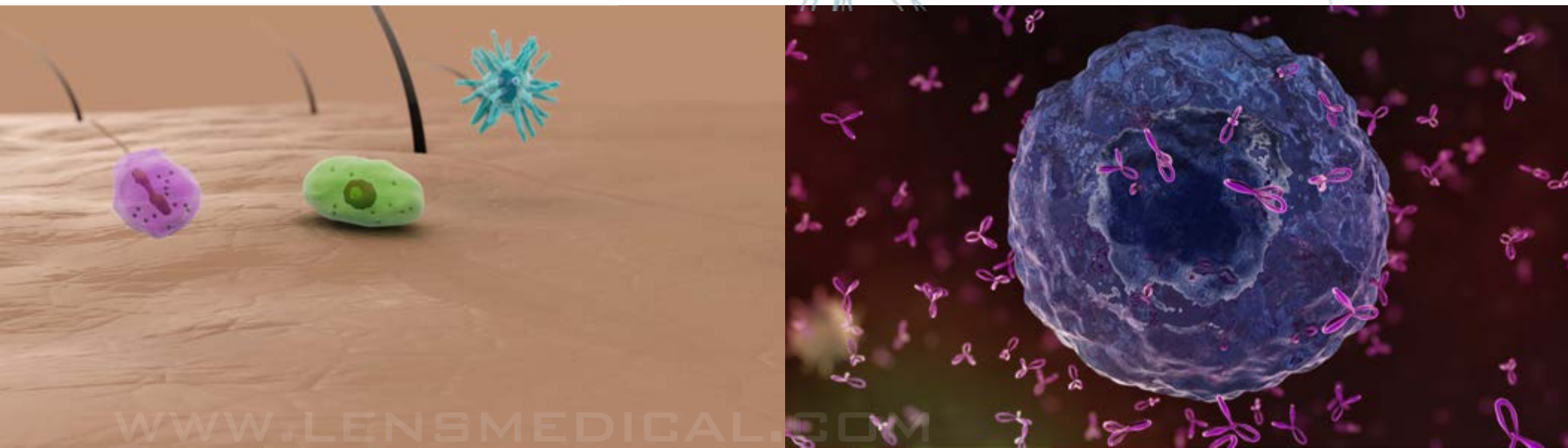
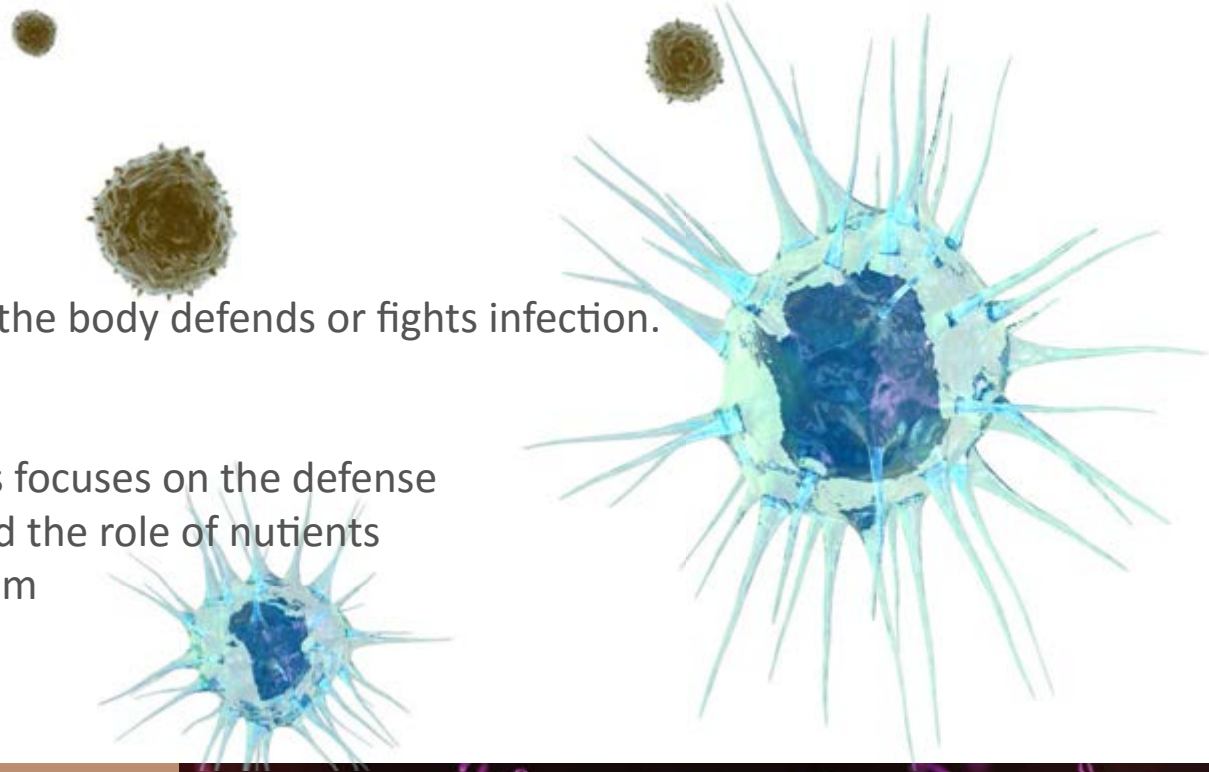
Interactive

Augmented Reality.....	34
Virtual Reality.....	36

IMMUNITY


Immunity defines the various methods the body defends or fights infection.

The medical animation developed by us focuses on the defense mechanism undertaken by the body and the role of nutrients which aid in boosting the immune system





As a child grows, its immune system develops to fight against a host of challenges which threaten to cause disease and other debilitating factors. The animation describes the defense mechanism of the body which includes the integumentary system, the lymphatic system and the adaptive immune system. The animation goes on to explain the role of proper nutrition to help boost the immune system.

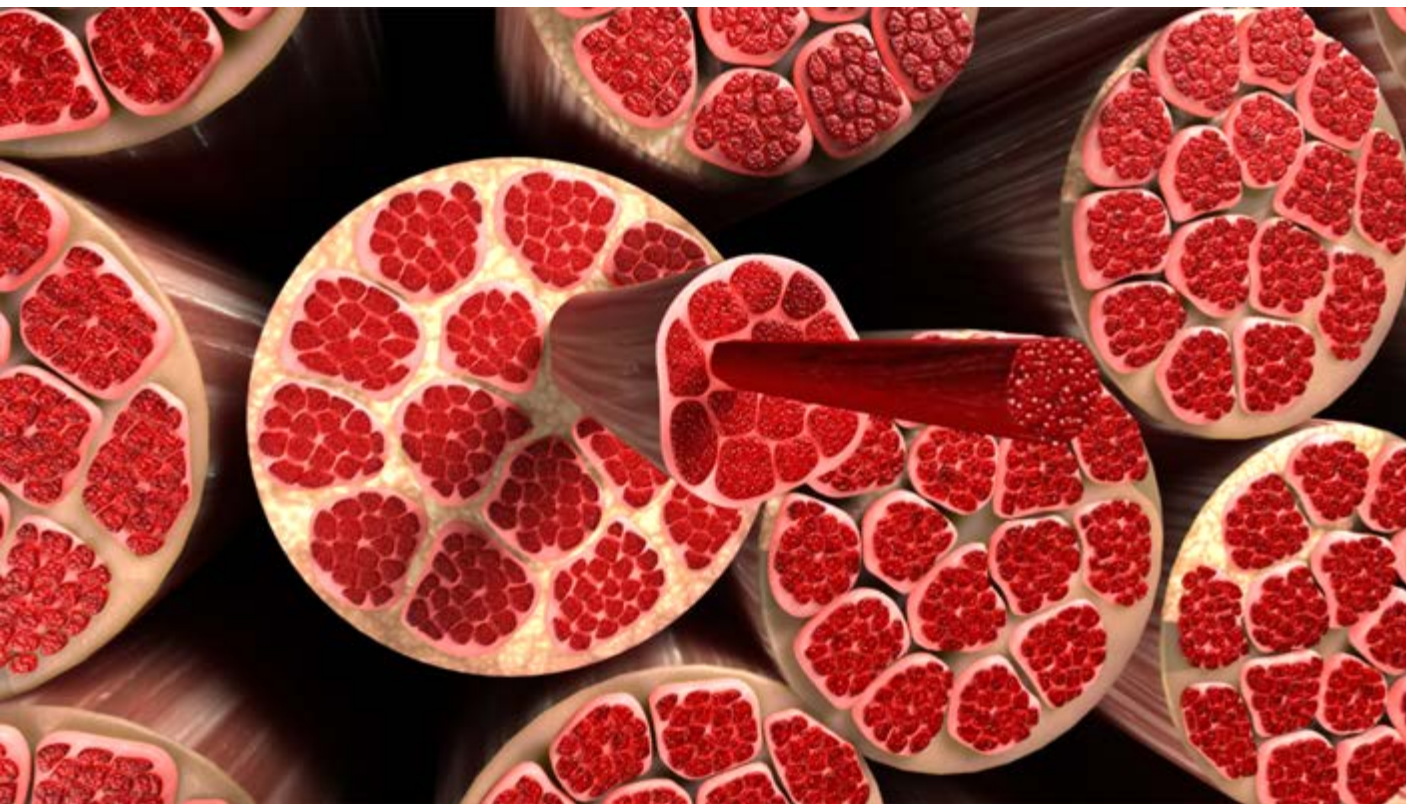
Watch the video here 



MUSCLE MASS

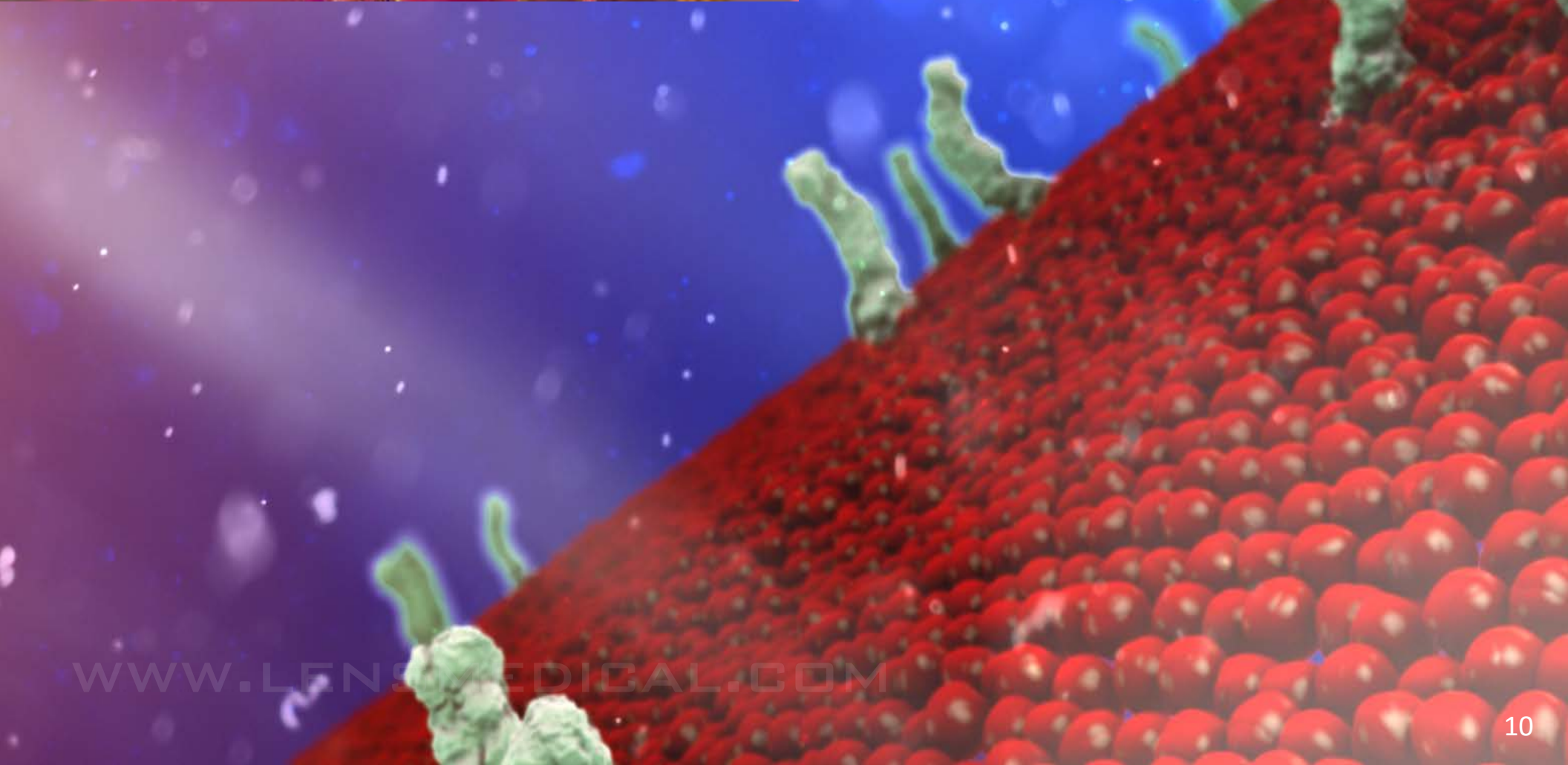
Muscles constitute 40-50% of total body weight which converts chemical energy ATP into mechanical energy and produces movement.

We at Lens zoom into the skeletal muscle tissue and detail out the specific role of micro nutrients in every aspect from muscle building, to working and to damage controlling. Optimal accumulation of muscle mass is essential in child development from 5 to 17 years to provide the required muscle strength and stamina. The role plays of iron in production of myoglobin, vitamin D in supporting growth and function of Vitamin E & C in preventing damage and use of other micronutrients is elucidated in this animation.



Watch the video here





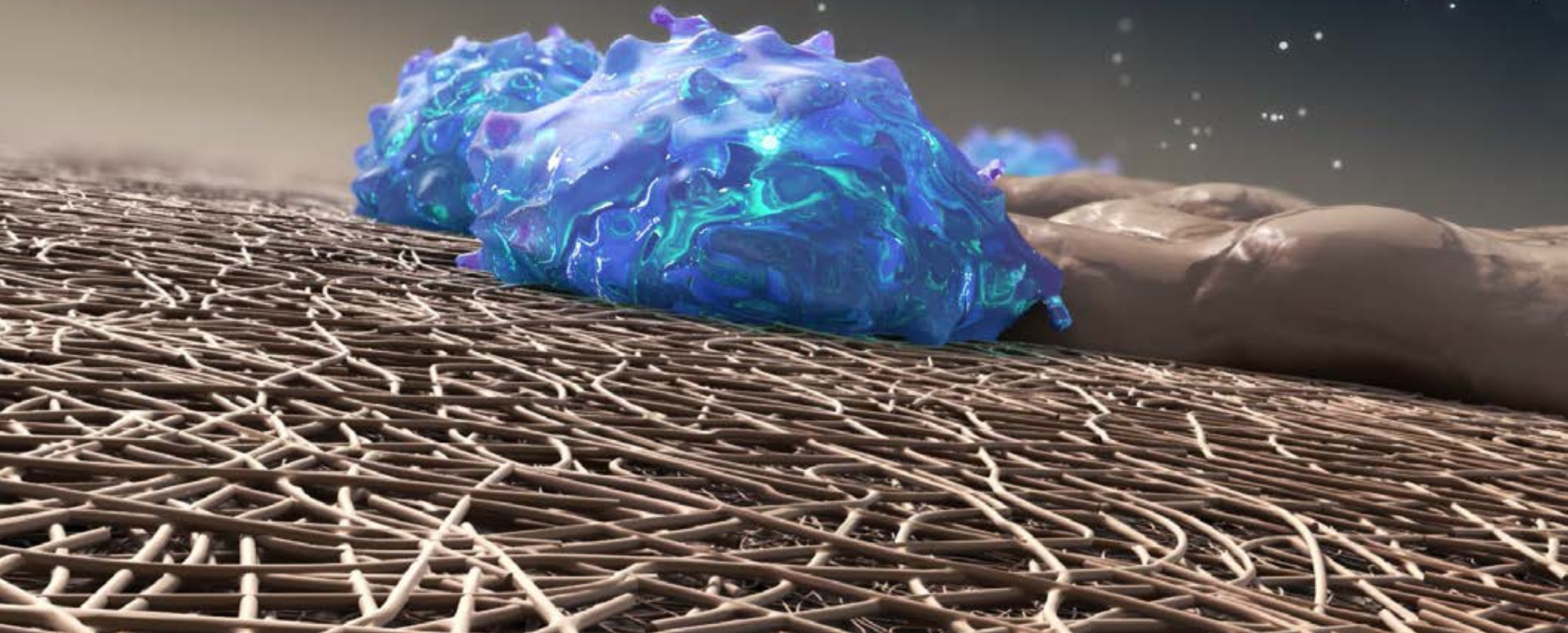
BONE BIOLOGY

Skeletal system provides the framework of body which protects various organs and allows movement.

Bone forms most of the skeleton and develops in length and width primarily during the childhood. Bone is a dynamic and everchanging tissue which constantly requires various micronutrients in its growth and maintenance. This animation describes the role of various micronutrients right from Vitamin D which helps forming hydroxyapatite crystals to cluster of other nutrients that aid in formation of collagen. The continuous process of bone re-modelling and the function of nutrients in assisting the osteoblasts and osteoclasts in this process is depicted in this animation.

WWW.LENSMEDICAL.COM

Watch the video here 



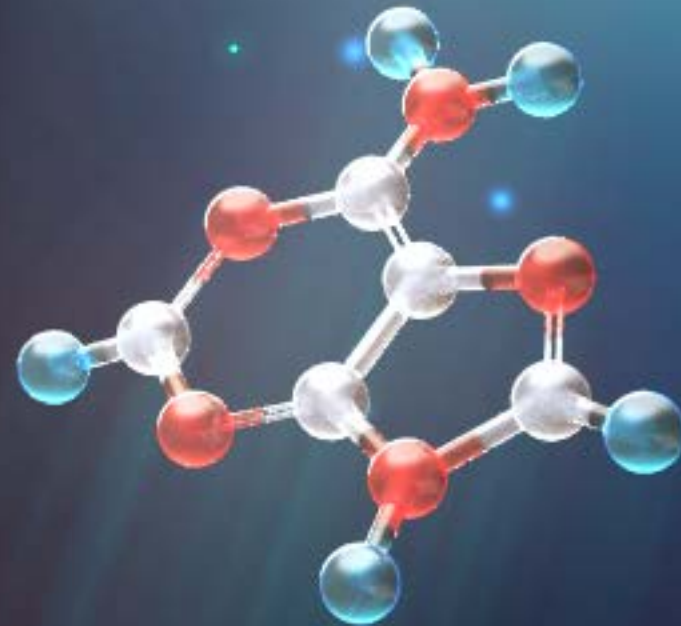
GOUT

Gout is a complex form of arthritis characterized by severe attacks of pain, swelling, redness and tenderness in the joints especially the joint at the base of big toe.



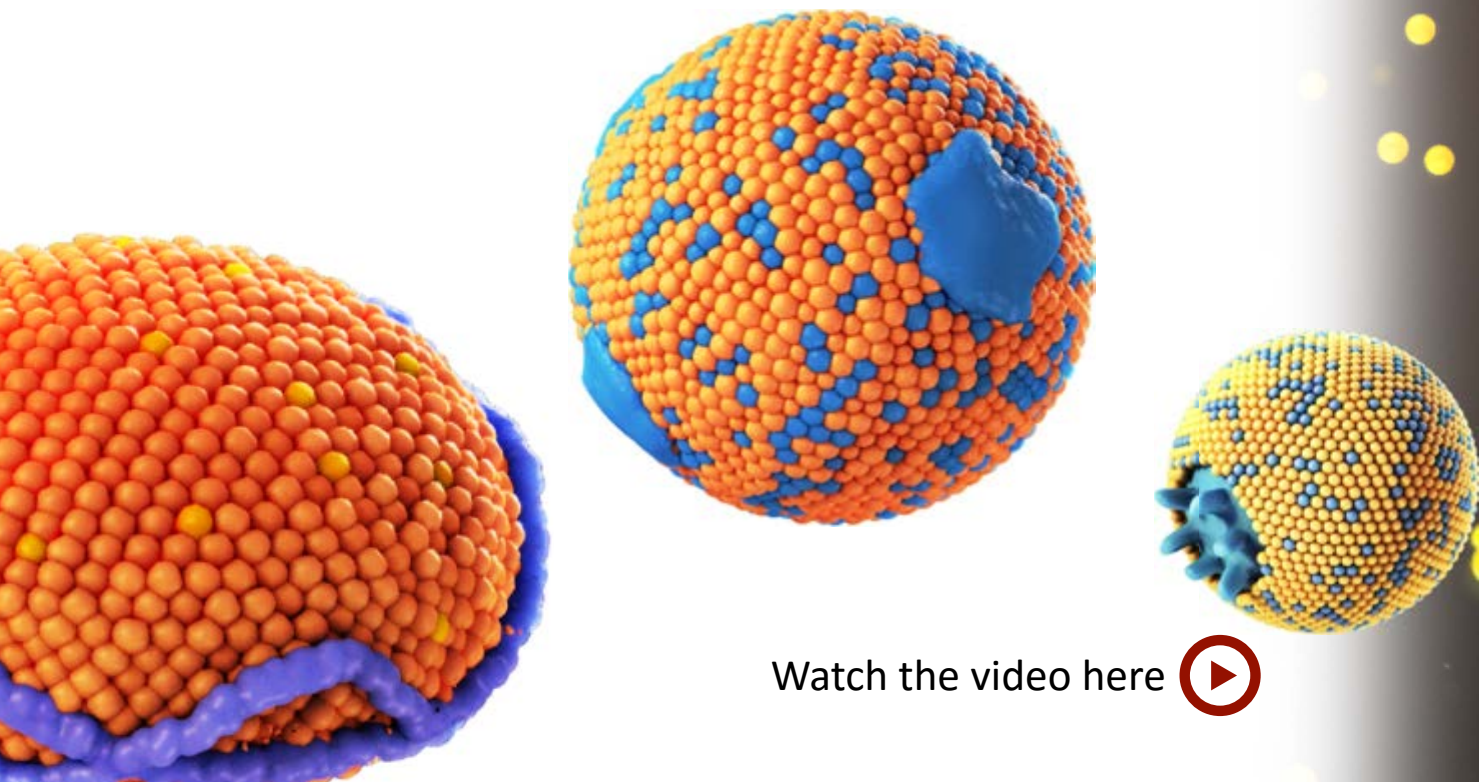
This animation travels through the journey of uric acid in body illustrating the pathophysiology of gout. Hyperuricemia is the result of high levels of uric acid in blood known due to improper elimination. Gouty arthritis is an inflammatory response due to excess deposition of uric acid as crystals in the joints. The animation further describes the various arthralgia experienced, the trigger factors and their fate if left untreated.

Watch the video here

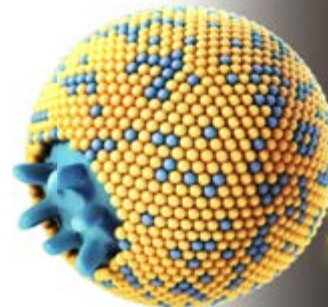
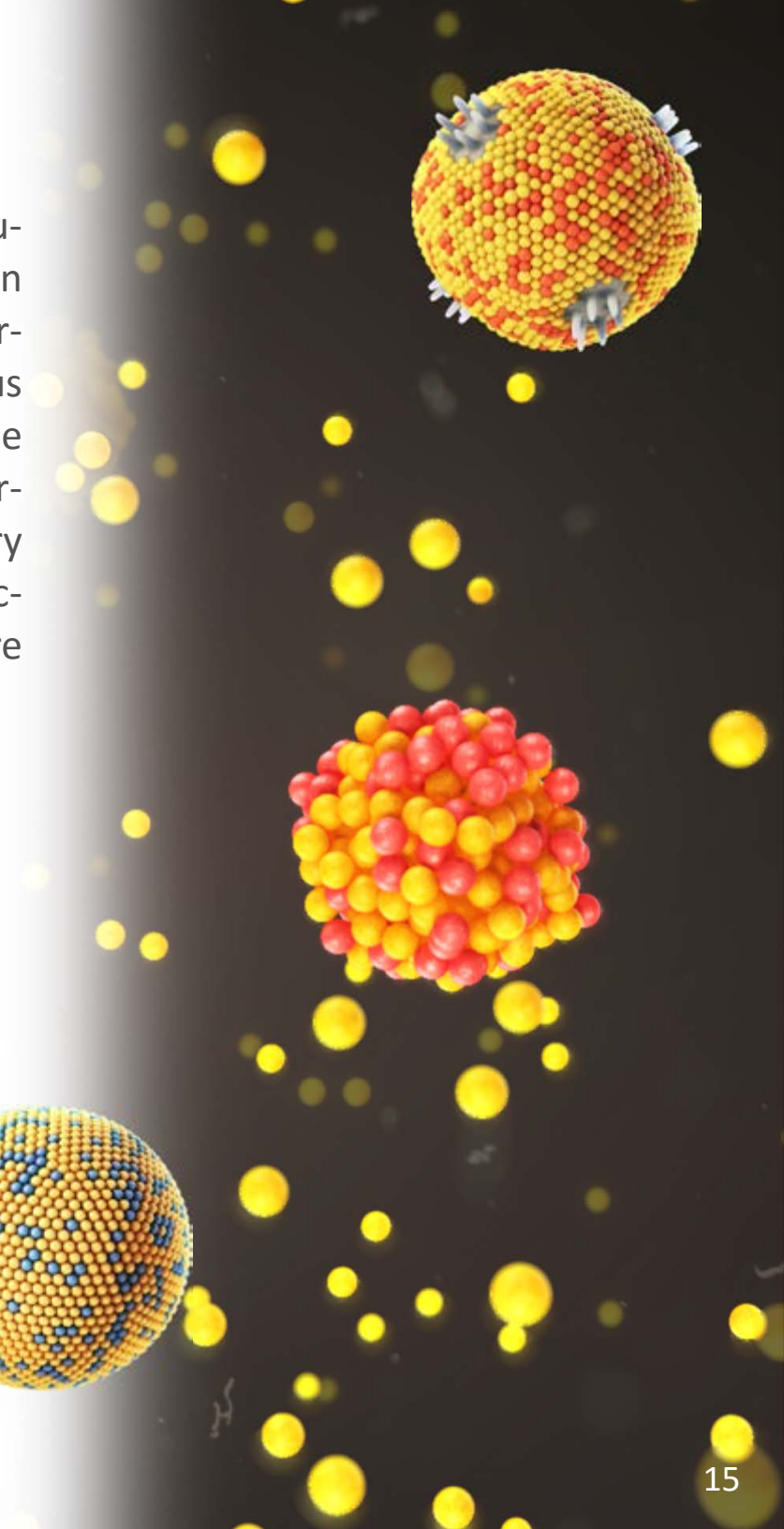


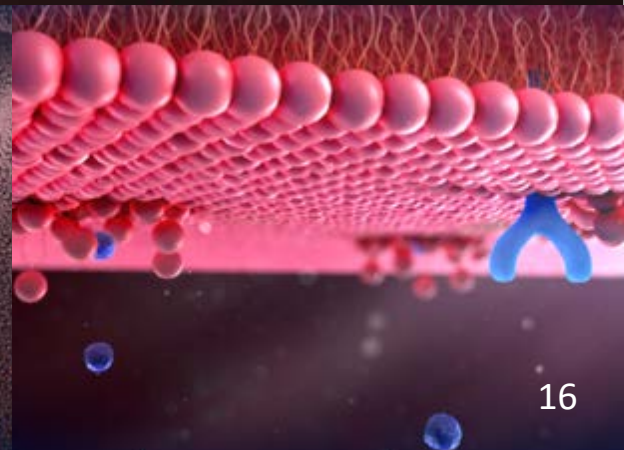
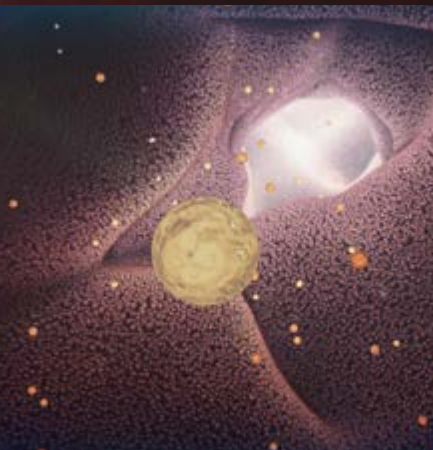
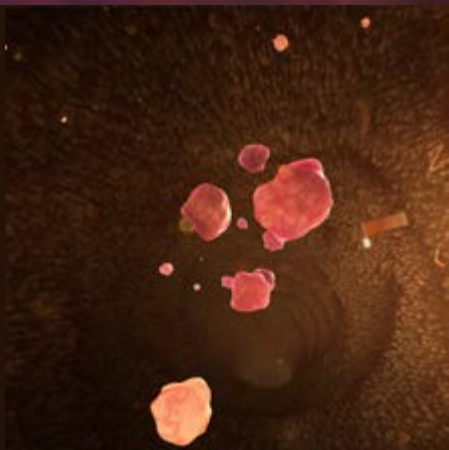
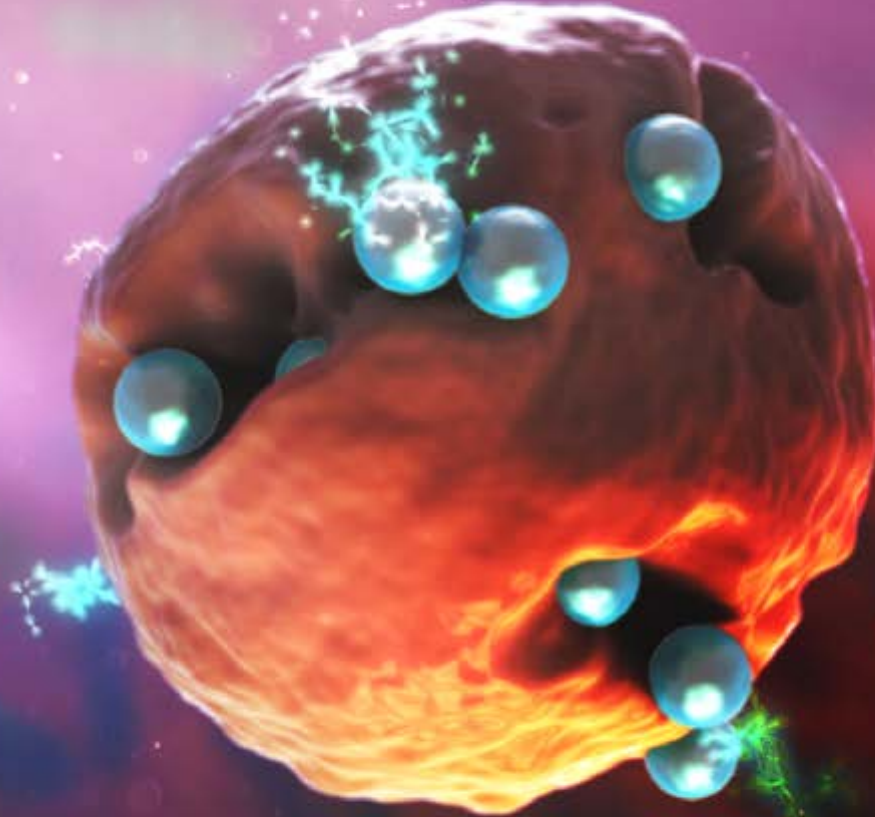
CARDIOLOGY

Improper dietary habits and lifestyle cause an increase in glucose and cholesterol levels which have a detrimental effect on cells and blood vessels increasing the risk of diabetes and cardiovascular diseases. This series of animation developed by us elucidates the function of insulin in glucose regulation and the role of good and bad lipoproteins in increasing the risk of cardiovascular diseases. The mechanism through which dietary fibres have a beneficial effect of increasing the insulin production and controlling the bad remnant lipoprotein spikes are explained in these animations.



Watch the video here






COSMETIC DERMATOLOGY



Every day new procedures are being developed to improve and update the medical community so as to better serve the general populace. A series of videos were developed by our client to explain the different facial muscles and their contribution in facial expressions. This will enable the Medical Practitioners to identify the muscle groups which need to be isolated for application of botox and other related intradermal injections.

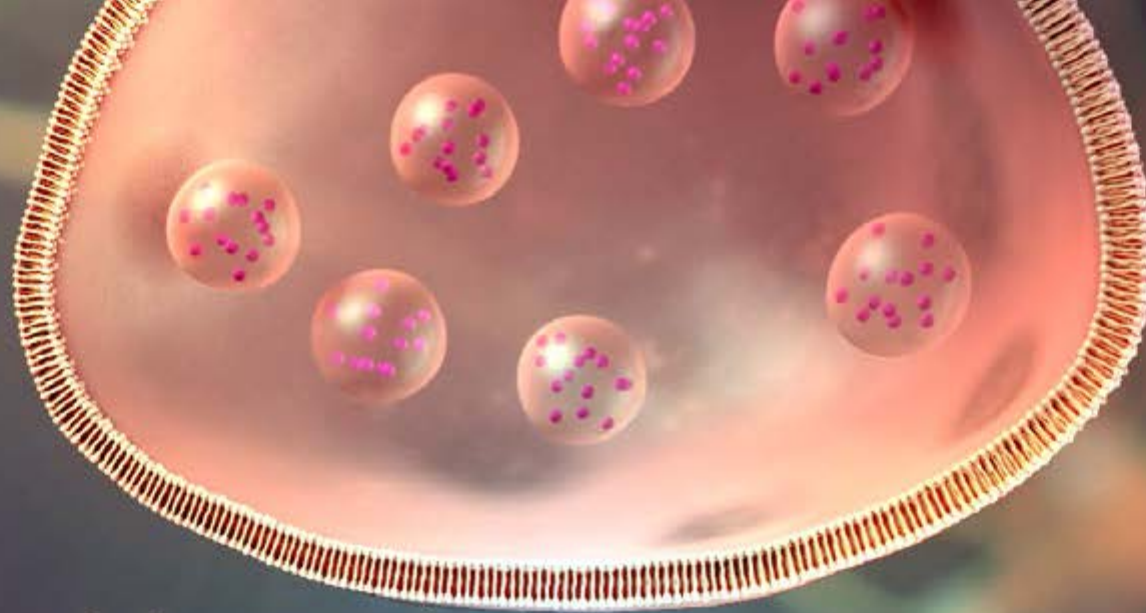
Watch the video here 



NEUROLOGY

Gangliosides are lipids that play a pivotal function in neurotransmission in brain enriching brain development. Synaptic junctions for neurons are enriched with gangliosides that support and stabilize neurotransmission. The complex biochemical process carried out by gangliosides at the synaptic junction is narrated in this animation. The stabilization of the neural circuits forms the basis of learning and memory and in turn brain development.

Watch the video here 

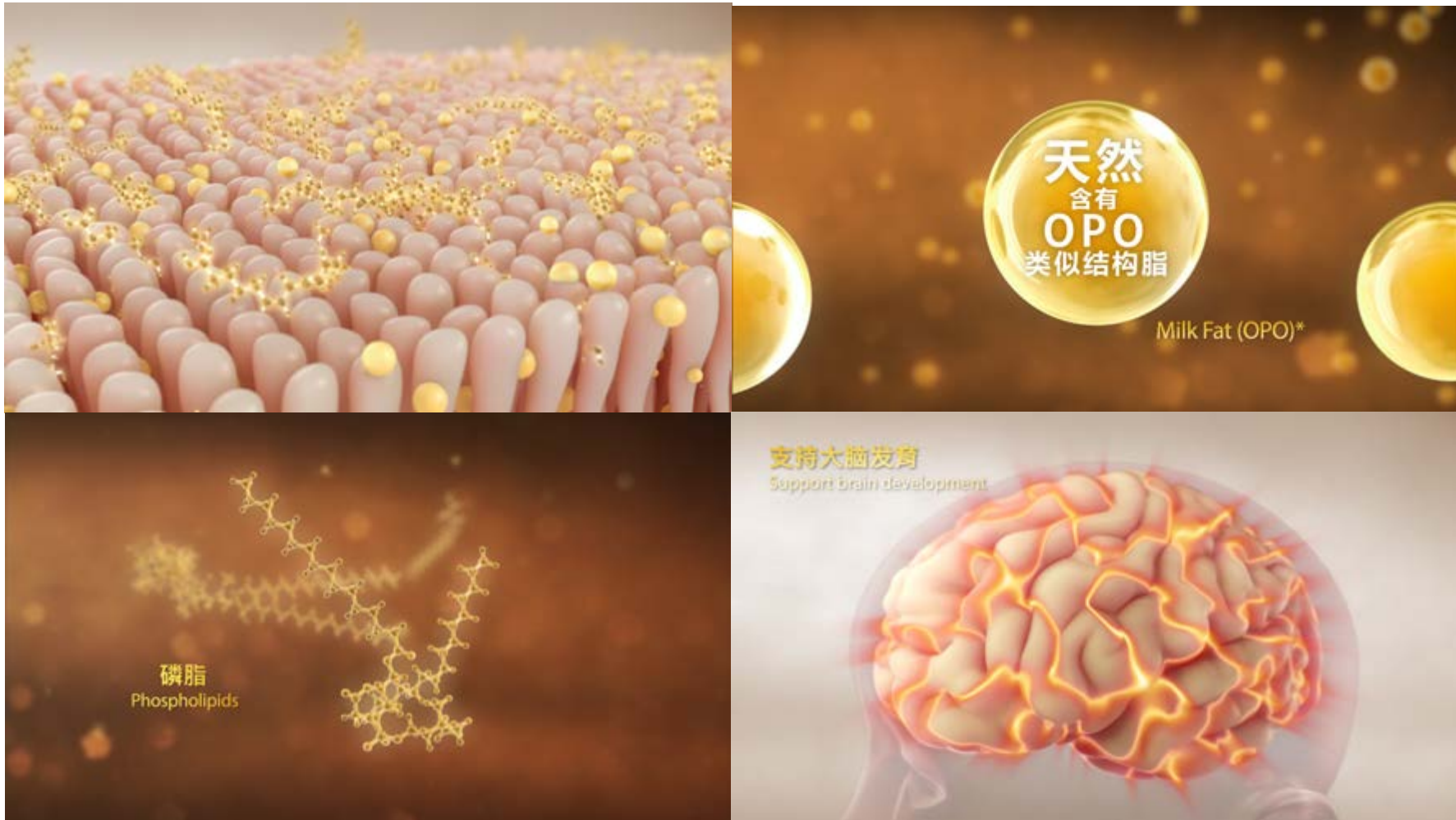



WWW.LENSMEDICAL.COM





As a child grows, its immune system develops to fight against a host of challenges which threaten to cause disease and other debilitating factors. The animation describes the defense mechanism of the body which include the integumentary system, the lymphatic system and the adaptive immune system. The animation goes on to explain the role of proper nutrition to help boost the immune system.



Watch the video here 

DEVICE ANIMATION



We, at LMV provide detailed and visually appealing medical device animations.

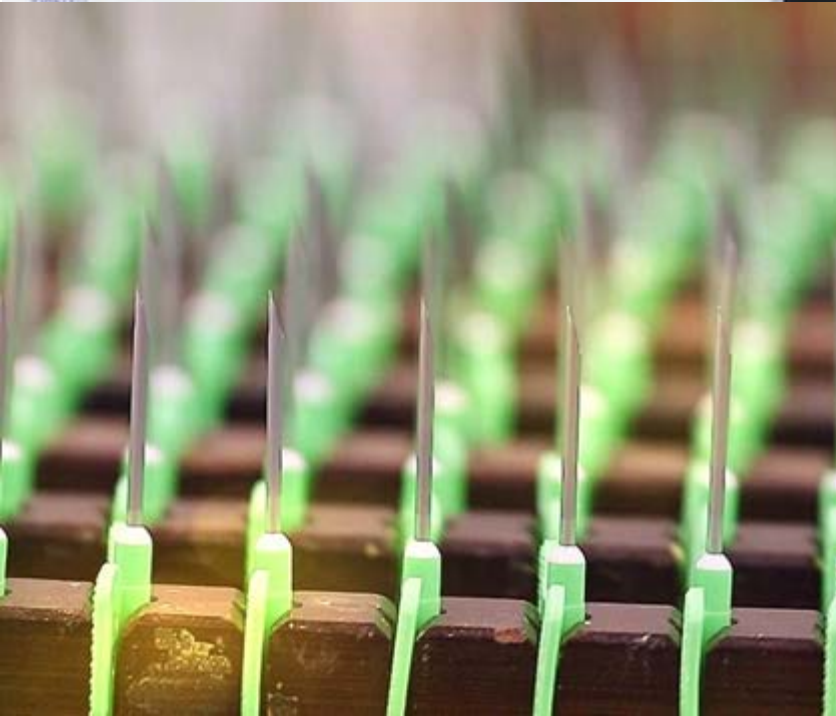
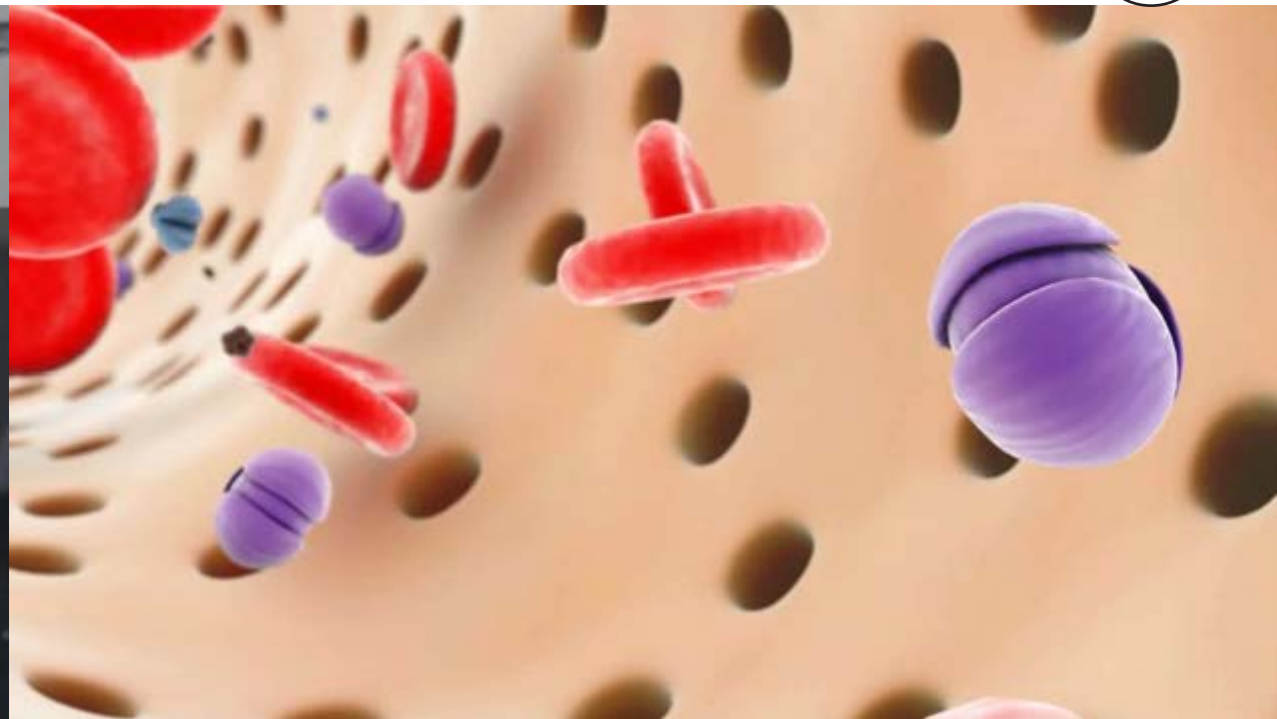
Our animations are extremely detailed and created so that they clearly convey your information in a simple and concise way. The mechanics of the device, method of entry/application, benefits and constraints will be passed on to the audience.


Device manufacturers can use our

assets produced for them as videos, 3d illustrations on websites, PowerPoint presentations, printed materials and holograms.

LMV with its talented and experienced artists has been helping companies to define and explain the working of medical and surgical devices. Get in touch with us to bring your device to life.

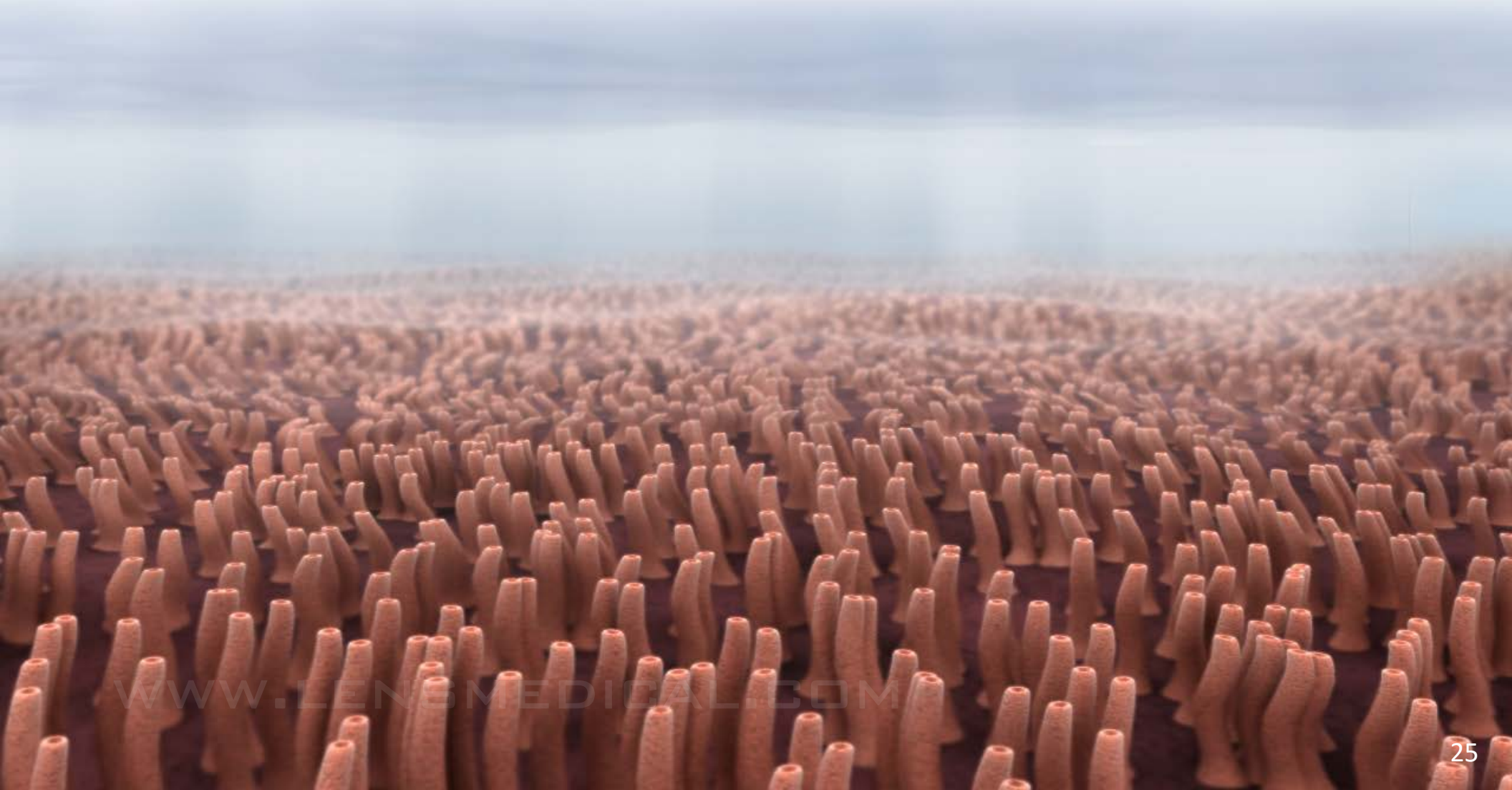




Watch the video here 

ILLUSTRATIONS

The 3-Dimensional view of the inside of the body and the functioning of various organs empowers to inform and persuade across array of target groups. It simplifies the complex medical science including cellular and molecular science with interesting and interactive 3D illustrations. The complexity to be communicated can be customized in accordance with the audience. The 3D animation technology also provides the ease of accessibility and availability across various location and devices. The online availability helps in easier access to a wider audience.



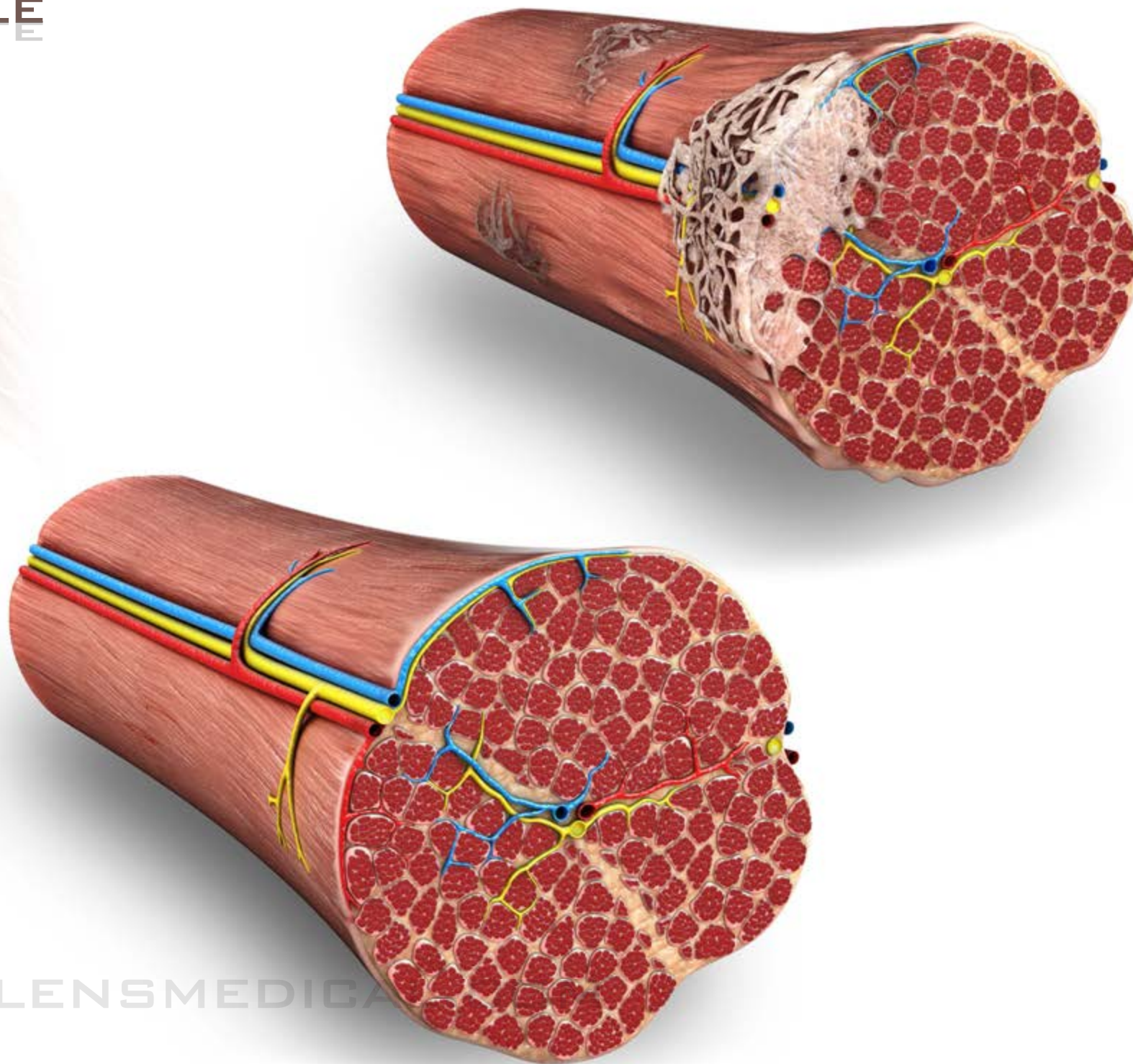
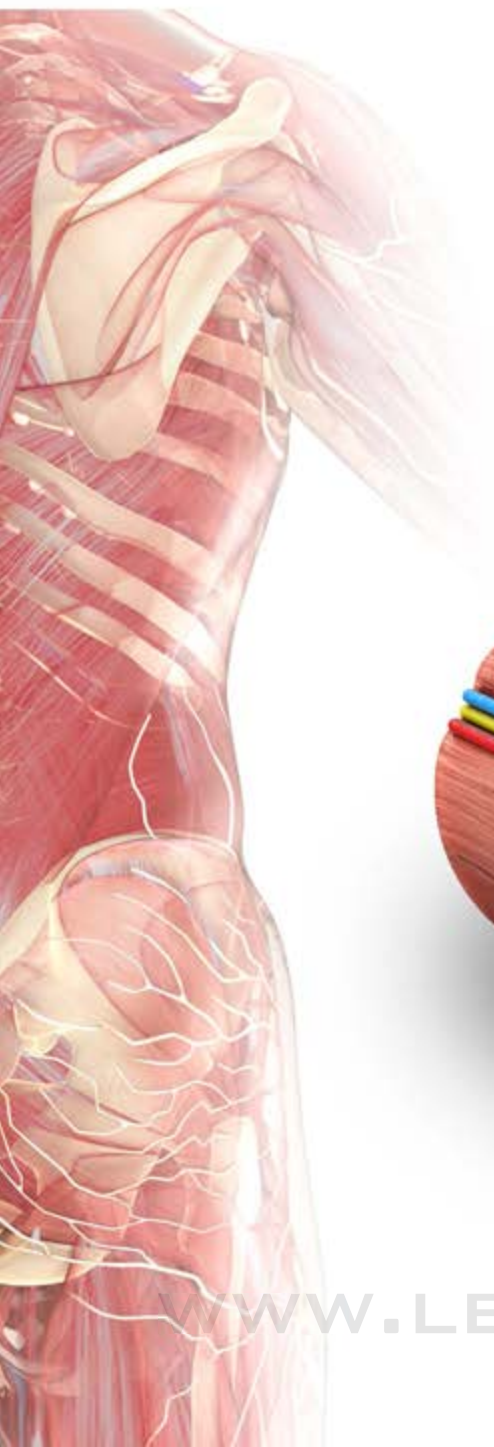
OPHTHALMOLOGY



Our client wanted to show the difference between a normal and damaged inner eye surface. they provided us with reference images and sketches. Our 3d artists worked with the provided brief and produced the illustrations below.



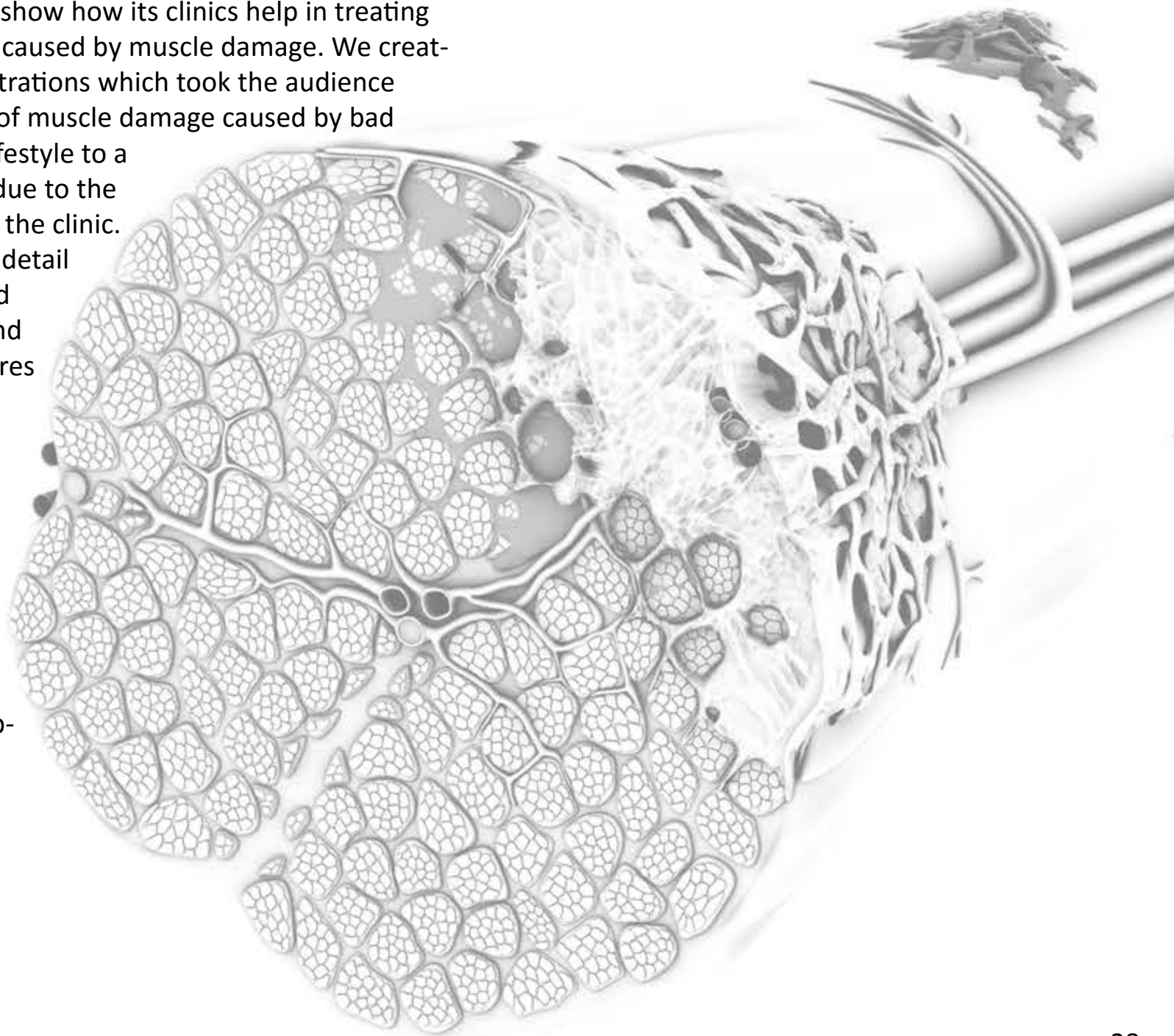
MUSCLE



WWW.LENSMEDICAL

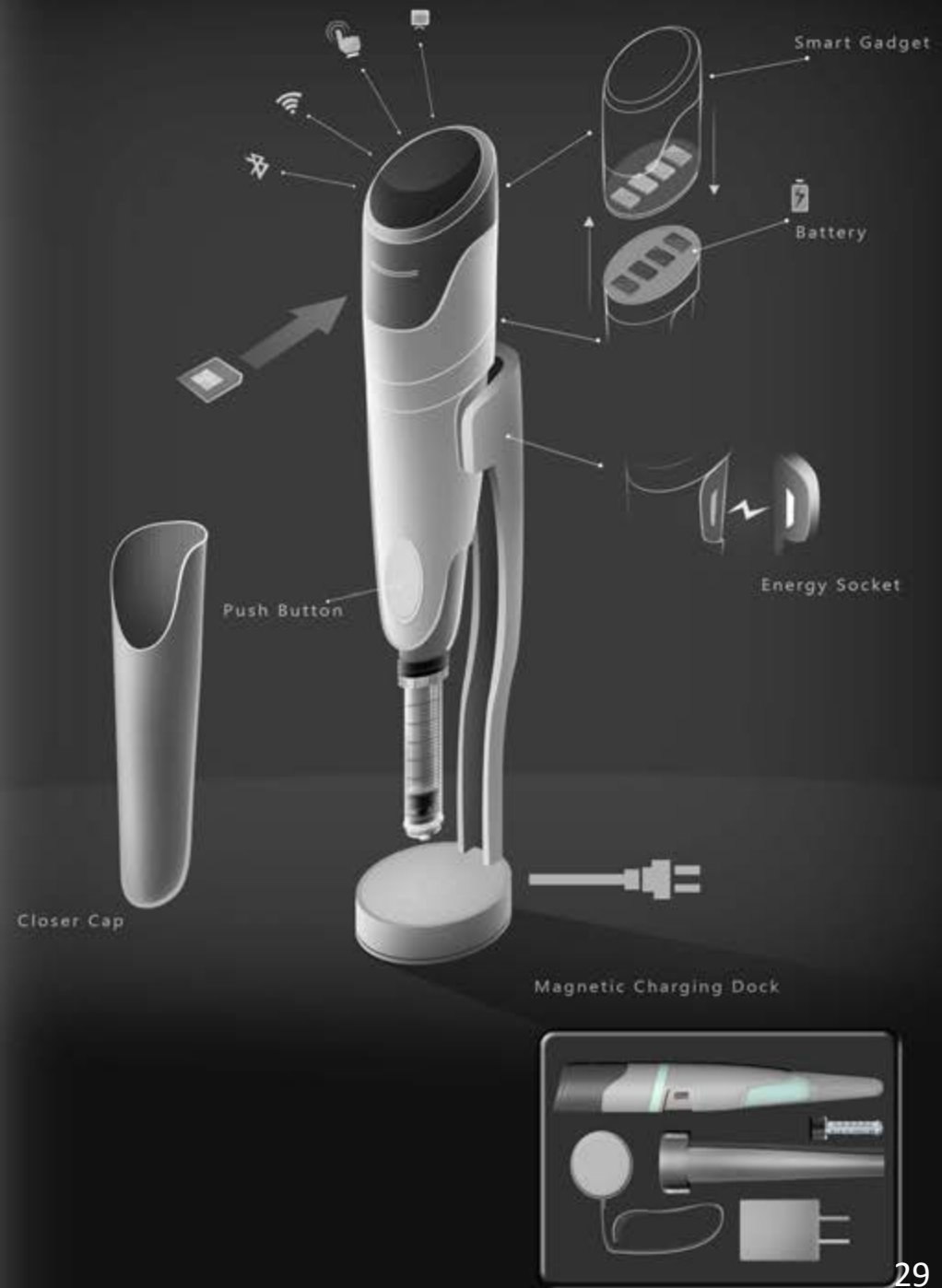
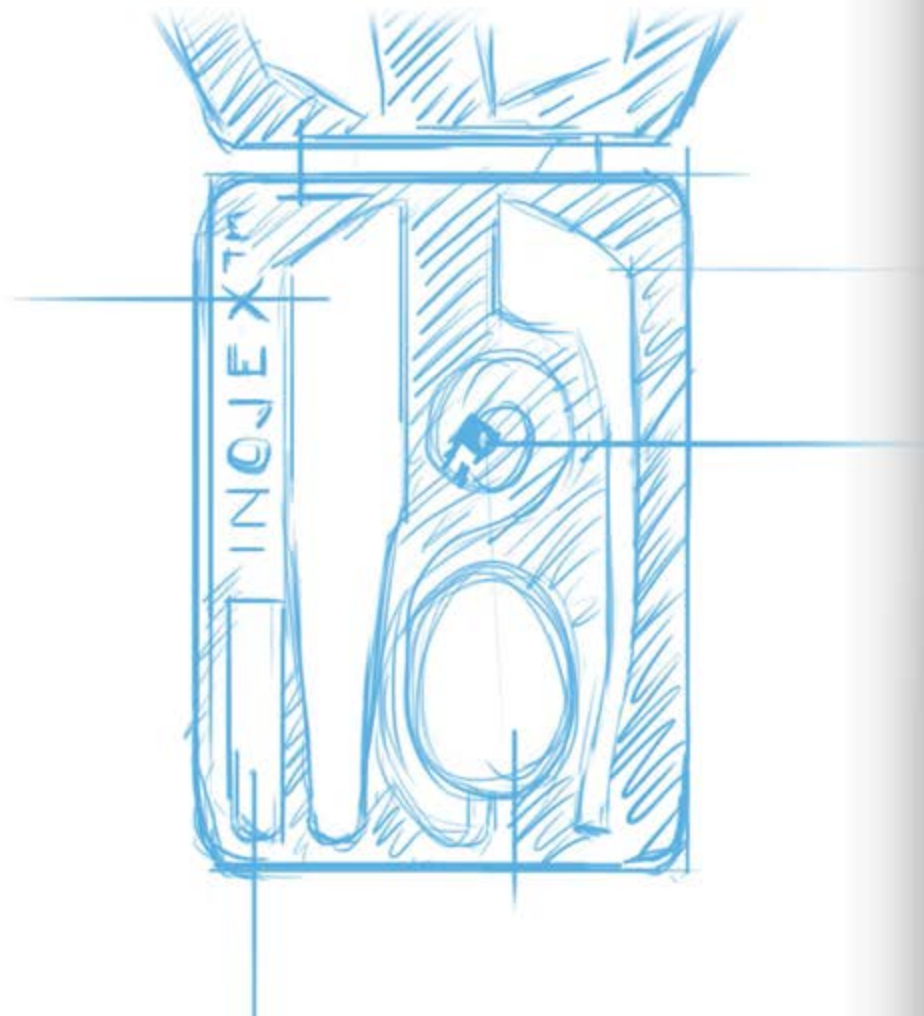
The client wanted to show how its clinics help in treating and curing back pain caused by muscle damage. We created a series of 3d illustrations which took the audience through the journey of muscle damage caused by bad posture, injury and lifestyle to a healed musculature due to the treatment offered by the clinic. We added incredible detail to each muscle strand using 3d geometry and high-resolution textures derived from real muscle images.

The 3d illustrations were rendered in a high resolution which meant that they could be used in a variety of applications including web-sites, brochures, and posters.



DEVICE

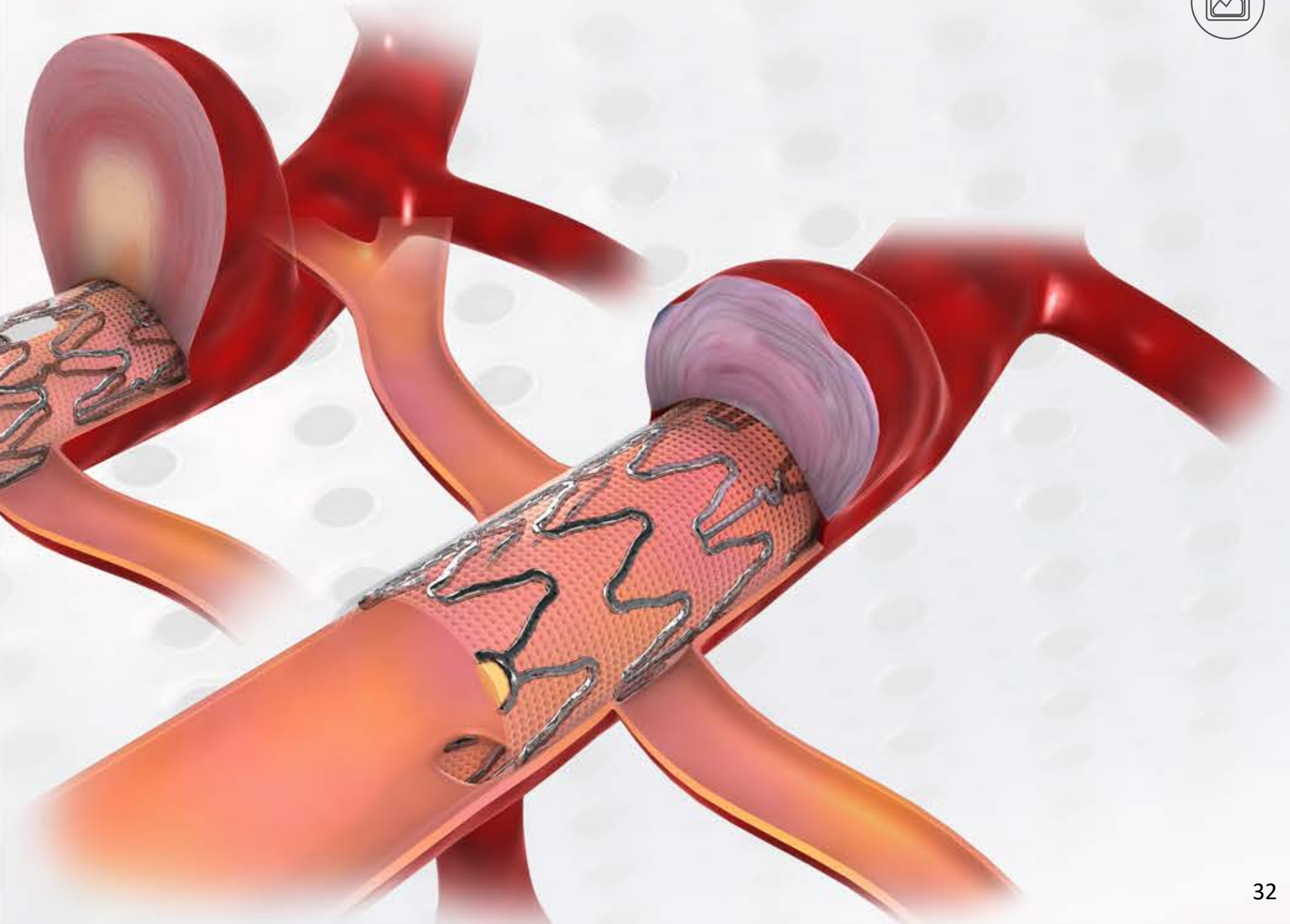
We were tasked with the development of a concept medical device using rough sketches provided by the client. We developed a 2d sketch from which a 3d model was created. The 3d model was rendered and used by the client in his presentations.







LMV developed a set of 3d illustrations for a coronary stent. The illustrations highlighted the build quality of the stent, the materials used and its installation in an artery. Further illustrations showed how the stent gradually gets incorporated into the artery and at the same time, the slow reduction of the atheroma.



AUGMENTED REALITY

Leveraging our experience in 3d animation and game development we have produced detailed Augmented Reality(AR) applications.

Lens Medical Visualization with its experienced team of artists and programmers has produced immersive and interactive animations which play at realtime. With the amount of interest and investment, AR has been receiving from Apple and Google, Augmented Reality is poised to be the next big thing.

Augmented Reality can be used to develop Mechanism of Action animations, Interactive 3d applications, product demos, and live presentations. At conferences you can use AR to engage and keep the participant's interest with live games, floating digital 3d animations and virtual infographic videos.

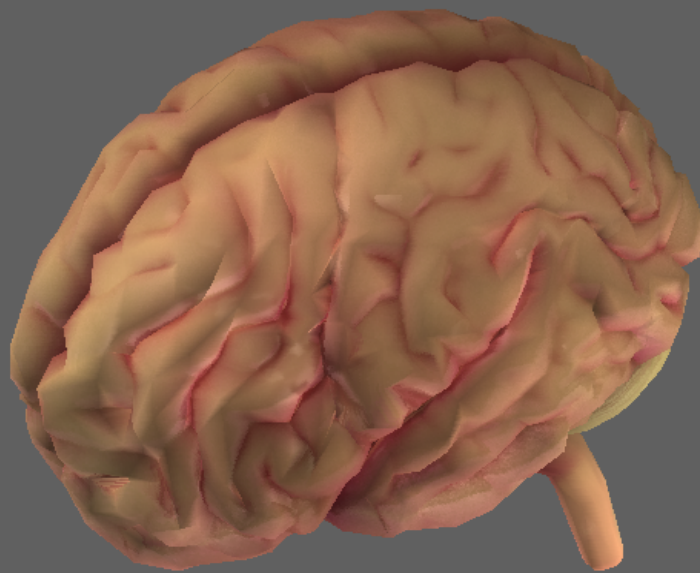
Augmented Reality apps are deployed on multiple platforms including Android phones and tabs, iPhone, iPad, and the PC.

There are two ways to use an AR app. Augmented Reality can be triggered by a “marker” which can be anything from a brochure, leaflet or a QR code. Augmented Reality apps can also scan the environment around them and generate digital 3d assets floating in the area. Imagine your molecule, branding, topic floating in a conference. We can do that for you.



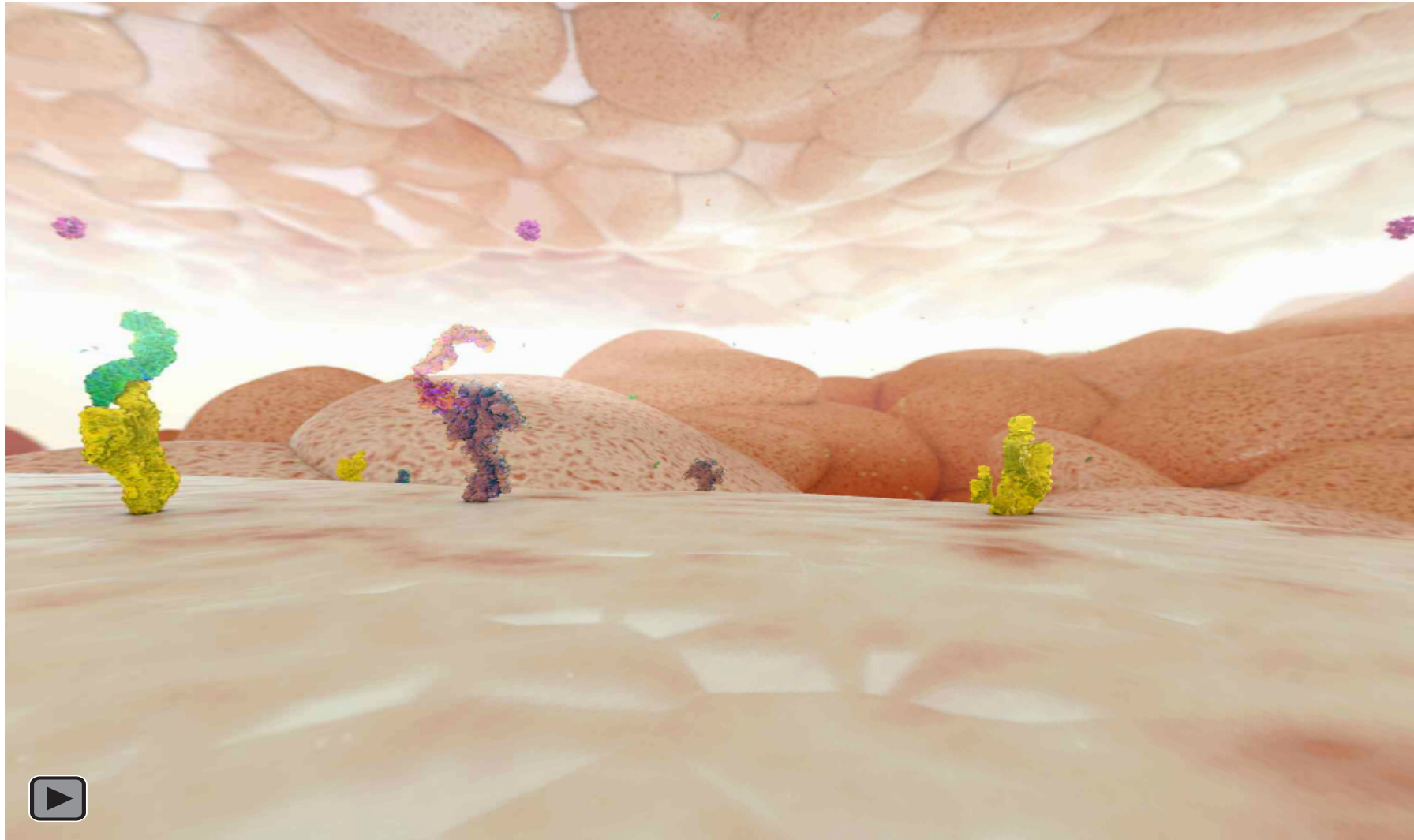


CLICK ON THE
BRAIN TO INTERACT



VIRTUAL REALITY

Medical communication experiences have reached greater heights by the introduction of VR technology. VR can be implemented as VR videos, apps and panoramic environments.



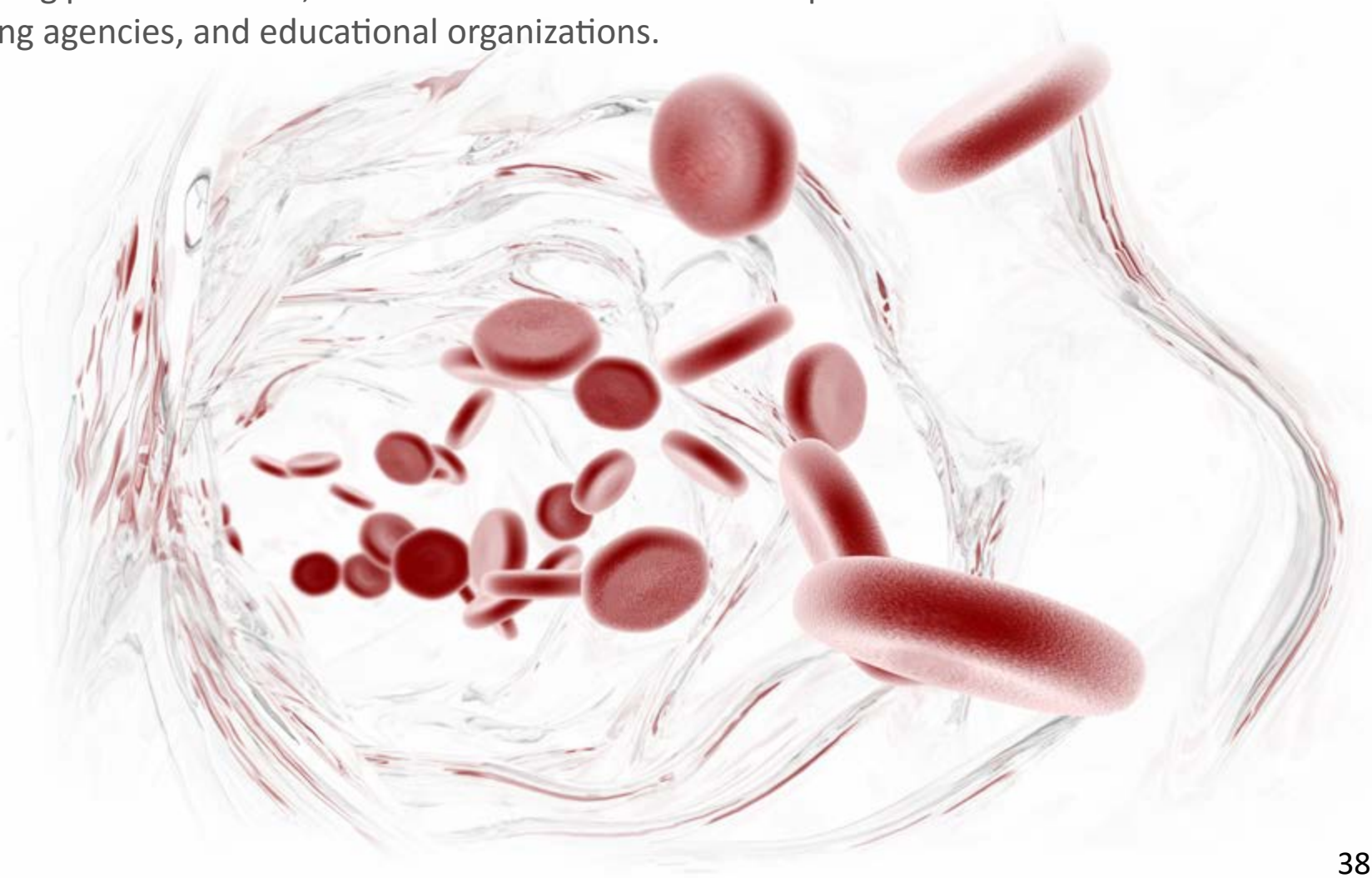
Watch the video here 



visualization
art
creation
animation
action
device
stereon
explainer
360
video
scientific
animation
of
mechanism
graphics
motion
info
interactives
illustration
technology
product
quality
virtual
demo
product
quality
technology

SERVICES

From a single page medical illustrations to compelling 2D and 3D medical videos, we provide tailor-made deliverables in line with the client's requirement. We have over the period of close to a decade of acquired expertise in delivering compelling creative illustrations across the industry including pharmaceutical, medical device and biotech companies, advertising agencies, and educational organizations.



MECHANISM OF ACTION

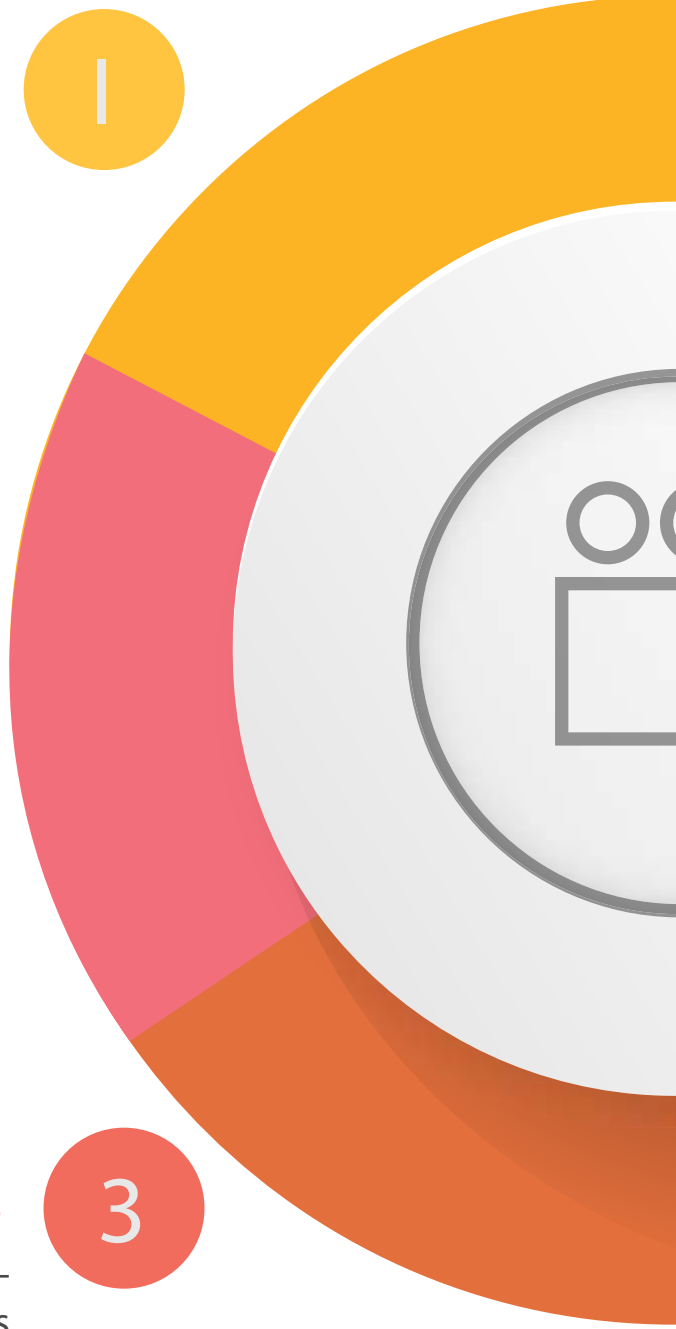
Our Mechanism of Action(MoA) animated videos combine science and our artist's creativity to create extremely detailed 3d animations to explain the processes of drug action that would be complicated to explain to your audience. MoA animations engage your target audience, keeps them engrossed and simplifies your medical communication

MEDICAL DEVICE ANIMATION

Medical device animation combines our rich experience in product visualization in developing beautiful and compelling photorealistic 3D images of medical devices and products. We collaborate with our clients to clearly understand and implement precise animations to depict functioning of the device and to replicate it in our visualizations.

EXPLAINER VIDEOS

Our short, engaging animated videos have been used in marketing promotions to highlight services and solutions of companies to explaining features of products. Be it B2C or B2B or promoting to the internal customers, our explainer videos are aimed at achieving the results.



6

LAUNCH & CONFERENCE VIDEOS

Information is one of the keys to success. Dissemination of the right amount of information in an interest generating way is essential for the success of the launch of a new product and service. Development of interest-provoking videos with dramatic visuals and creative story-telling encourages conference participation and increase audience engagement.

5

2D ANIMATION

Our 2d animations are used for animating logos, creating medical animations, explainers, and animated characters. Applications include embedding in e-modules, launch videos, social media posts, training videos, and HTML pages. With a high level of quality at budget-friendly prices, our 2d videos will be your ideal partner to engross, entertain and educate your audience.

4

MOTION GRAPHICS

Our artists at Lens Medical Visualization combine informational and educational content and present it with colorful graphics that can blend across various video styles. Our high-quality motion graphics explain complex and comprehensive ideas in an attractive and engaging style of animation.

3D ILLUSTRATION

3D Medical illustrations are useful in explaining human body and thus helps in understanding its working and the disease associated factors. Our artists with complex understanding of science and touch of their creativity transform complex information into an easily understandable story.

2D ILLUSTRATION

Our detailed 2d illustrations created in vector and photoshop are used by our clients in presentations, brochures, displays, posters, e-learning, and websites. Our artists are trained in pharmacological and anatomical domains. This knowledge helps in producing accurate illustrations We also provide high resolution fully editable vector and bitmap files on request.

POWERPOINT PRESENTATION

From educational to promotional, Lens Medical provides eye-catching visuals, animations, templates design and creative rendition to presentations. We make the presentation an engaging and appealing passage of information across different audience groups.



6

CONCEPT & STORYBOARDING

We believe in achieving audience engagement by captivating story-telling. Our artists with their strong visual and spatial visualization produce compelling storyboards and visuals based on the client's requirements. These concepts and storyboards help develop the story for the client's service/product in an interesting and engaging way.

5

UI/UX

Lens Medical believes that the placement of graphics, buttons, content in an interface is critically important. Proper User interfaces optimally and organically empower the user to have the best experience possible. We believe in developing a creative and intuitive user interface (UI) that enhances user experience (UX) and satisfaction.

4

BRANDING

In this ever-competitive world, a strong brand image is a battle half won. We provide the finest branding services such as logo design, brochures, flyers, advertising template design, signage, and various other promotional materials.

AUGMENTED REALITY

Lens Medical Visualization with its experienced team of artists and programmers has produced AR animations and Apps which play at realtime. Augmented Reality can be used to develop MoA animations, Interactive 3d apps, product demos, and live presentations. Augmented Reality apps are deployed on multiple platforms including Android phones and tabs, iPhone, iPad, and the PC.

INTERACTIVE VIRTUAL REALITY

Interactive VR is groundbreaking technology in which the user is immersed and interacts with a virtual world surrounding him. Popularised with the Oculus Rift device, interactive VR can now be experienced with a mobile device and a google cardboard. Alternatively, the VR can be viewed as a 360 VR app without the use of a headset. Our interactive VR tech can be used to educate patients, HCPs, and sales-force.

360 VR VIDEO

Medical communication experiences have reached greater heights by the development of a 360 VR Videos. The VR video envelops you at the site of action. From an operation room to the site of absorption at intestine, experience the virtual environment by looking around in a VR device.

360 PANORAMA/ VIRTUAL TOUR

Journey through a series of 3D environments through your browser. The virtual tour helps the user to visualize the 360 environments at the various sites. The immersive experience helps in creating a delightful learning environment.



8

HOLOGRAPHIC VIDEO

Cutting edge Image projection and laser technologies are used to display the 3D images of the object from multiple angles and perspectives. The aura of a visual display of a floating hologram helps in highlighting the brand amongst the crowd. It is an instant guarantee for attracting eyeballs in an exhibition or conference

7

VIDEO PROJECTION WALL

Image projection and Laser technology are used to display the 3D images of the object from multiple angles and perspective. The aura of a visual display of a floating hologram helps in highlighting the brand amongst the crowd. It is an instant guarantee for attracting eyeballs in an exhibition or conference

6

MULTI TOUCH APPLICATION

LMV develops and builds multi-touch screen walls that can interact with one or multiple people. Our creative and technical team can build and deliver on amazing full wall touch screen experiences with complete user interaction.

5

MOBILE APPS

The world is at the fingertips with extensive use of smartphones. From communication, information access to booking appointment, mobile applications is the one-stop solution in today's world. Apps delivered by us can be used for reaching customers, product promotion and leveraging training modules.



CLIENTS



CONTACT

LENS MEDICAL VISUALIZATION

WWW.LENSMEDICAL.COM

CONTACT@LENSMEDICAL.COM

+91 9880538770