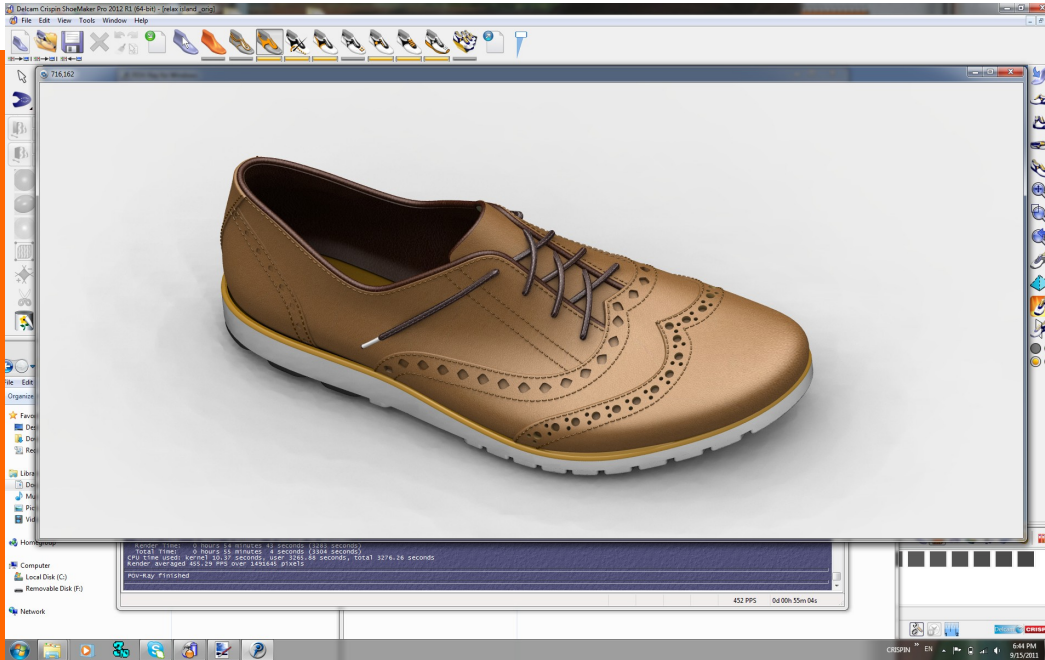


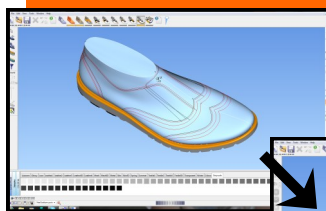
## FOOTWEAR PRODUCT REALIZATION SERVICE SHEET CONCEPTUAL DESIGN

Proof of Concept offers CONCEPTUAL DESIGN as one of our key footwear services. Many times there is a need to simply mock up an upper quickly and realistically without the need for all the engineering and layering. This is where our CONCEPTUAL DESIGN services can benefit your business.



Using software called ShoeMaker Pro, we can quickly take any flat 2D design and turn it into a realistic looking 3D upper. These digital uppers can be used for:

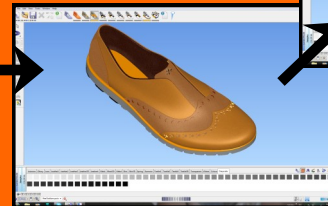
- Design Intent Verification
- Presentation of New Concepts
- Visual Test of Colors and Textures
- Interfacing Design with Pattern Engineering for Making Patterns



DESIGN LINES ARE DRAWN DIRECTLY ONTO THE IMPORTED LAST FILE.



PANELS ARE DEFINED FROM LINES AND OFFSET TO SHOW MATERIAL THICKNESS.



PANELS ARE THEN LAYERED FOR A REALISTIC LOOK AND ASSIGNED COLORS.



TEXTURES ARE ADDED TO THE MATERIAL PANELS. FEATURES SUCH AS EYELETS AND BUCKLES CAN ALSO BE ADDED.