

## Press release



## TouchCAD used for creating the graphics on a promotional blimp, for the Despicable Me 2 movie.

The soon to be released Despicable Me 2 movie needed some promotion prior to the release in July 2013. The movie company decided, as one promotional step, to go for a large airship with a full wrap-around image of one of the characters occurring in the movie, and to be used for touring the American continent, under the name Despicablimp (of course).

Specialists Team Production in Gosport, United Kingdom (<http://www.teamprod.co.uk>), was contacted to see if they could do the job. They hesitated due to the sheer size and complexity of the job. It's one thing to add cutouts to an airship, but getting a 3D picture to match perfectly across the surface is far more difficult, especially on such a complex shape. After some research, Lundström Design in Sweden was located, and where found to have the required skills, and software (TouchCAD) to do the job.

The ship is 157 feet long, so the printing was divided into 28 segments. Each such segment was divided into patches being on average about one square meter each. All in all, 1680 patches were printed on thin vinyl. The total size of the print was something like 1.5 x 1500 meters. The accuracy of the image unfold is better than 1.2 mm across the entire shape, relative to the vector based equivalent. All in all, 798 megapixels were used. To give some idea of what that means, an iPhone 5 comes with an eight-megapixel camera, so the picture used, roughly equals 100 iPhone pictures.

The ship is currently touring in the United States. This is a link to the official web site, where its current location can be found. <http://www.despicablimp.com>

# Lundström Design

Here is a link to YouTube, showing the production of the airship graphics:  
<http://www.youtube.com/watch?v=7t2BW1zTq0>

Here is a link to YouTube, showing its premiere flight:  
<http://www.youtube.com/watch?v=u00CVBnJ8tc>

Here is a compiled version of the two movies:  
<http://touchcad.se/Despicablimp.mov>

More images can be found here:  
<http://touchcad.com/touchcadgalleryc.html>

TouchCAD is a 3D freeform design program, having the ability to design and unfold complex shapes and images. The original use was for boat and marine design, but it is also used extensively for industrial fabrics design, tents, balloons, blimps, sails, inflatable objects, sheet metal shaping, but also for art and design purposes. TouchCAD can also apply images onto complex 3D shapes, and convert it into flat 2D images, which after printing can be applied to physical 3D shapes. TouchCAD is a product of Lundström Design in Stockholm, Sweden. More information regarding TouchCAD can be found here:  
<http://www.touchcad.com>

Best regards

Claes Lundström

