



## **MHA+ Technology Awards Shortlisted : Best use in Design**

### **Executive Summary: Wireless Charging of Electric Taxis (WiCET) VR Visuals and Leicestershire County Council**

WiCET is a demonstration pilot project funded by OZEV, as one of Innovate UK's portfolio of on-street wireless charging (OSWC) projects. To assess the commercial and technical viability of deploying wireless charging for electric Hackney Carriages, and to promote the project, visual illustrations were required.

Chumleys Art in collaboration with VR Visuals, work across many industries and sectors producing Digital Twins of clients' projects. The company takes 2D design concepts, drawings, and 3D models into a 3D digital world of accurate and high-quality production illustrations showcasing real projects in an immersive and virtual reality, real-time world environment.

For WiCET, we delivered the scope of work and production storyboarding, managing client's expectations throughout. The aim was to provide visual illustrations and a process video to support the business case and consultation with the Government and stakeholders/partners, for website publicity and promotion and for taxi driver training.

#### **Visual illustration Production**

The company uses various digital content software packages in its workflow to suit the project. For WiCET, we modelled the whole scene in 3D using SketchUp Pro, created animated figures and transport in Autodesk's 3ds Max and Maya and used Lumion Pro and Adobe Photoshop to add realistic renders and objects to the scenes. All clips were finally animated and exported into Adobe Premier Pro for the final video production. Utilising AI and Revoicer, voiceover commentary was added over the titles.

#### **Final Production**

Final visual illustrations and production on the WiCET website [here](#), company video site [here](#), and driver training video is [here](#).

