

# A Corgi and a Crown

## 3-D PRINTING FOR THE ROYAL FAMILY

By Dave McCormack

**MEMBERS OF THE** British Royal family, including the Duke of York, Earl of Wessex, and Duke of Gloucester, were given a personal demonstration of 3-D printing and augmented reality technology at the Queen's Coronation Festival at Buckingham Palace.

More than 200 of Britain's best businesses—those holding a prestigious Royal Warrant for having done business with the Royal family—gathered at the esteemed event to celebrate the 60th anniversary of The Queen's Coronation. The Coronation Festival celebrated innovation, excellence, and industry, and showcased a range of fine brands, which have earned the recognition of a Royal Warrant over the years.

Across the four days of the exhibition, in the glorious sunshine and the beautiful gardens of Buckingham Palace, more than 60,000 members of the public and royal family, as well as VIPs from the world of trade and industry, marvelled at the wares on display from UK companies such as Bentley, Aquascutum, and the General Trading Company. This celebration of 3-D printing and augmented reality showcased and demonstrated that communication can be about more than 2-D images and ink on paper. The 3-D models on display included Buckingham Palace, a corgi, a crown, and even a model of TV presenter James May's head made for a TV programme.

Augmented reality, 3-D printing, and 3-D visualization are being used to enhance the communication of key messages within proposals. AR technology can complement and enhance product previews by allowing the customer an inside view, beyond the packaging, to envision the product's details inside the



Demonstration of augmented reality to HRH Prince Edward, Earl of Wessex by Michelle Greeff, director of 3-D and CEO Kieran O'Brien, of Hobs Reprographics

packaging. AR technology simply adds information about the surrounding real world to the object to create an interactive and digitally manipulable experience. Additive manufacturing, otherwise known as 3-D printing, is the process of making a 3-D object or model from a design file—an STL file. To create a print of this nature, the printing device adds layers of substance, building the item or model from a series of cross sections. The substance used can be a powder, paper, plastic or liquid. The result is a multi-layered print—a 3-D print—that can correspond to just about any geometric shape and can accommodate the most intricate features.

The *Economist* described the growth of 3-D printing as being the next industrial revolution, and Hobs Reprographics, among others, has experienced a 400 percent uplift in 3-D print sales against targets, exceeding all expectations.

To meet rising demand, Hobs is moving to new, larger premises in the new tech city hub in Central Street, EC1, and is investing in new technologies, including a 3-D printing machine that produces resolution 3-D printing.

Commenting on the rise of 3-D printing, CEO of Hobs Reprographics, Kieran O'Brien, says "The possibilities for 3-D printing are endless, from buttons for clothing, to lampshades and whole room interiors, as well as buildings. We have just 3-D printed the awards for the UK's 2014 National TV Awards, and recently printed 3-D models of Manchester City and Manchester United football stadiums. We are seeing 3-D printing become an important part of the bidding process, to bring designs and proposals to life, across multiple industry sectors."

Royal Warrants are a mark of recognition of individuals or companies who have supplied goods or services for at least five years to the Royal Household, and have always been regarded as hallmarks of quality, excellence, and service. Hobs Reprographics was awarded its Royal Warrant in 2003. ●

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