

Case Study



Source: Gilt Edge Soccer Marketing

Gilt Edge Soccer Marketing utilizes 3D body scanning for the U.S. Women's National Team customized Foosball Table.

Project

Gilt Edge Soccer Marketing was tasked with creating custom foosball tables featuring every player on the U.S. Women's National Soccer team wearing the new team uniforms for this year's FIFA Women's World Cup. Lacking an existing database of accurate geometry and full 3D color assets for the players, Gilt Edge needed a high quality and portable 3D body scanning solution during the weekend media event that could operate within an already finalized schedule. After reviewing various product and service offerings available, Gilt Edge contracted Laser Design's scanning services division to perform on-site full color 3D body scanning for every current and prospective player on the roster. Gilt Edge chose Laser Design for this project based on our knowledge (Artec Gold Certified Partners), our experience of successfully performing full body scanning, and our willingness and availability to travel for weekend service work.

Challenges

The main challenge for this project was ensuring that the body scanning would not interfere with the scheduled events for the players and crew, meaning each player needed to be scanned fully in a single attempt and with no chance for re-scanning at a later date. With dozens of crew members on-site all on the clock, each body scan would need to be performed and verified for completeness in under 5 minutes per player. The most critical part of the project was verifying the data after scanning, but prior to the players moving on.

▶ *Location*

Time

Accurate Deliverables



Artec Eva with portable battery, connected to a Surface Pro Tablet

Results

Laser Design utilized the structured-light Artec EVA handheld 3D scanner along with a Microsoft Surface Pro 4 Tablet, Artec Portable Battery, and Artec Studio software, which provided a perfect mobile scanning solution that could be implemented anywhere the players were located. Thanks to this portable setup, each player took on average 2 minutes for a complete full body scan with color and 3D scans were verified for completeness and quality quickly.

[Continued >](#)

After all the players were scanned, the scan data was then processed by combining the raw scans into watertight 3D models (OBJ format), and texture/color was applied to the 3D geometry models to enhance the realistic look of the 3D model. This provided a high-resolution 3D print ready model with recognizable life-like features that could be edited and sized to fit the future application requirements. Processing of the raw data, including data registration, mesh creation/refinement, and texture application/refinement, took less than 1 hour per player. 3D printed foosball figures of the U.S. Women's National Soccer Team can be seen on the [Fox Sports website >](#)

Benefit Summary

Utilizing the Artec EVA 3D scanner, Laser Design provided Gilt Edge Soccer Marketing with the best technical deliverables in a portable and high-speed solution meeting all their needs. Gilt Edge was successfully able to import our models, edit the 3D geometry, and have the files 3D printed to create the physical customized figures that would be incorporated into this one of a kind foosball table.

The U.S. Women's National Team would go on to win the Women's World Cup and become the first back-to-back champions.

About Gilt Edge Soccer Marketing

"Gilt Edge" stands for "highest quality" – and their sole focus is to provide clients with the "Highest Quality Soccer Marketing" expertise there is. Gilt Edge Soccer Marketing's goal is to be the best at one thing: connecting brands to the soccer consumer. This requires focus, discipline, and commitment. For us, soccer marketing is not a part-time or passing assignment, it's what they do: 24-7-365. For more information, visit www.giltedgesoccer.com

For more information on Laser Design system solutions and services, visit our website at www.LaserDesign.com