

Bianchi – a legend lives

3D Mouse: SpacePilot Pro®

Application: ThinkDesign®



Bianchi, one of the leading brands in the cycle industry, knows the pillars of its success very well - innovation, exclusivity, quality, design and passion. These five factors have been the driving force in the continuous growth of the company. In the development of its bicycles, which combines advanced technology with Italian design, the manufacturer relies on think3 software and 3Dconnexion's SpacePilot Pro 3D Mouse.

In 1885, Edoardo Bianchi started his first shop in Milan, Italy. During the long history of the company, Bianchi established itself as one of the leading brands on the international cycle market, and today offers bicycles with the highest level of Italian design in conjunction with the most advanced technology. In May 1997, Bianchi joined the Cycleurope AB group, becoming part of the cycle industry worldwide. Professional cycling is unimaginable without Bianchi with so many victories achieved the brand has developed legendary status.

Fabio Ferri, Chief Designer of the Engineering Department, is the creative mind of the firm. His ideas are the basis for the unmatched designs of the manufacturer. For more than a decade, Ferri has used ThinkDesign software from think3. ThinkDesign frees users from the technological constraints of traditional design systems and enables innovative working right from the beginning. "With ThinkDesign I can give surfaces a specific look immediately and

then transform them into a 3D model. This includes all relevant technical and structural aspects but still the original design character," said Ferri. "This is how my conceptual designs get the typical Bianchi design, with real-time renderings, which help me to check surfaces very quickly. There are no limits to my creativity."

Ferri first heard about 3Dconnexion's 3D mice through the internet and trade magazines. "I watched a video on the web which showed the combined usage of a 3D mouse and a 3D application," tells Ferri. "And I instantly knew that this was the device I have been missing." Today, Ferri and his employees use 3Dconnexion's SpacePilot Pro. After configuring the function keys, it took just a couple of hours until he could work with in a professional manner. "I didn't think I would get used to the device so quickly," explained Ferri. "Today, it is quite normal for me, using the 3D mouse together with the keyboard and a traditional mouse. It is like using a pencil. I couldn't work without a 3D mouse."



3Dconnexion's 3D mice are used together with a standard mouse resulting in a smooth and uninterrupted workflow. Thanks to the precise navigation, 3D models can be easily viewed from every side, helping to detect possible weak spots or errors much faster.

"Our challenge is to create a new model on screen from scratch only with lines, and in the course of design, to give the model an aesthetic and structural appearance," Ferri explains. "The possibility of rotating and panning a model, like holding it in my hand, helps the model appear more real. I can rapidly view the model from different perspectives, identifying and eliminating design faults more easily. Also placing objects on screen is a simple movement of the SpacePilot Pro controller cap. In the past I had to interrupt the workflow to position the model with the keyboard. My SpacePilot Pro eliminates this, saving me a lot of time."

Another key aspect according to Ferri, is the SpacePilot Pro's ergonomic design: "We work many hours a day on the digital development of our bicycles. 3D mice make us more productive by helping us to be active over a longer period of time. Thanks to its ergonomic shape and the sensitivity of the controller cap, only minimal movements of the fingers, hand and wrist are required. This is very comfortable for the designer especially during long design sessions."