

# Forty years *of print,* and a new way to talk *about it.*

*Industrias Gráficas Omega*

Uruguay · the world's first Visualis3R customer.

[ PHOTO ]

Portrait of Lic. José Dapino — head and shoulders, with a printed sample or press behind

FEATURED

**Lic. José Dapino**

*Industrias Gráficas Omega*

# Forty-eight hours.

*That is how long Industrias Gráficas Omega waited.*

When Visualis3R launched, one customer reached the buy button before anyone else. Within forty-eight hours, Lic. José Dapino — leading the commercial, creative and production work at Industrias Gráficas Omega in Uruguay — had purchased a licence and was running real client work through the software.

Omega is not new to printing. Founded more than forty years ago, the family-owned company has spent four decades combining experience, craftsmanship and technology to stay at the front of the Uruguayan market. Since 2009, José has led much of the company's digital transformation.

# 48h

FROM RELEASE TO PURCHASE

[ PHOTO ]

Exterior of Industrias Gráficas Omega — signage or façade

FIG. 01 — INDUSTRIAS GRÁFICAS OMEGA, URUGUAY

## 40+

YEARS OF OMEGA  
IN PRINT

## 1st

VISUALIS3R CUSTOMER  
GLOBALLY

[ PHOTO ]

BEFORE V3R

# The gap between *imagination* and ink.

Selling premium print used to mean closing a gap that the customer had to bridge in their head. Embellishments that the press could deliver beautifully would be cut from the brief because the client could not picture them on their own job. Approval cycles stretched as designers and printers tried to describe in words what would only really land in person.

*"There was always a gap between what the client imagined and what the final printed piece would actually look like."*

— LIC. JOSÉ DAPINO, INDUSTRIAS GRÁFICAS OMEGA

Designer holding a physical print sample alongside a flat PDF mock-up — the gap V3R closes

# Built for the press, *not just the pixel.*

What José flags first about V3R is not the rendering — it is the fit. Omega's Xerox Iridesse runs gold, silver, clear, white and pink specialty inks alongside CMYK. V3R reproduces the visual behaviour of those inks with what José describes as remarkable accuracy.

The same applies to the UV 3D varnish line — embossing effects, gloss, texture and specialty finishes that, in his words, were previously very difficult to communicate to a client.

It is a fit that runs deeper than rendering quality. V3R was built by someone who has spent thirty years inside print embellishment — not by a 3D engine vendor adding finishing as a feature checkbox. The metallic flake scale matches what comes off the press. The varnish and lamination behaviour matches what comes off the finishing line. The result is a tool that speaks the language of the press hall as fluently as it speaks the language of the client meeting.

*"V3R reproduces the visual behaviour of our Iridesse inks — gold, silver, clear, white and pink — with remarkable accuracy."*

LIC. JOSÉ DAPINO · INDUSTRIAS GRÁFICAS OMEGA

A REAL JOB, A REAL CLIENT

# A Porsche on a black *background.*

On a black ground, metallic and iridescent inks behave very differently from how they appear on a designer's screen. Without a tool like V3R, that difference becomes a conversation that happens after the proof is on the desk — sometimes after the job is on press. With V3R, it happens at the brief stage.

[ PHOTO ]

V3R on screen previewing the Porsche-related piece, alongside the finished print

FIG. 01 — V3R PREVIEW & FINISHED PRINT, OMEGA

*"V3R helped us tremendously in exploring and presenting the visual impact of the piece — the relationship between the design, the black background, the metallic effects and the premium aesthetic of the final print."*

— LIC. JOSÉ DAPINO

[ PHOTO ]

Close-up: Iridesse metallics or UV 3D varnish

# Three audiences, *one tool.*

## 01

### FOR THE BUSINESS

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A more powerful presentation tool. Helps Omega present ideas more effectively, reduce uncertainty and make premium finishes much easier to sell.

## 02

### FOR THE DESIGN TEAM

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Closes the loop between creative intent and what the client signs off. Designers can show the embellishment they had in mind — rather than describing it and hoping.

## 03

### FOR THE CLIENT

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Confidence, because they see something close to the final result before approving the job. Premium finishes stop being a leap of faith.

*"V3R is not just about rendering. It's about creating **confidence** — for the printer, the designer, and the client."*

LIC. JOSÉ DAPINO · INDUSTRIAS GRÁFICAS OMEGA

### OMEGA'S V3R WISHLIST

- 01** Back-pane / two-sided rendering
- 02** Depth and paper thickness
- 03** Folding and carton rendering