LiveSurface

October 29, 2013; 10 AM:
Apple alum launches game-changing design software.

Context allows designers to see their design ideas in the real world, with a click.

Created by designer and Apple alum Joshua Distler, Context is a ground-breaking software application for the Mac that allows designers to see their concepts in real-world environments *while* they design. Context links with Adobe Illustrator to allow designers to see their design ideas in real-world settings, without leaving Illustrator.

With tight deadlines and shrinking budgets placing a constant strain on the design process, Context helps to make concept realization faster, cheaper and more true-to-life across a variety of applications. *Designed by a designer for designers*, Context takes the WYSIWYG paradigm to a new level.

Context has already earned accolades from graphics guru Erik Spiekermann and top designers at iconic creative agencies such as Mother and Wolff Olins. Beta testers have compared it to the shift in the industry during which designers transitioned from working in black-and-white to working in color.

Flat is history

Context is useful to designers in many disciplines—graphic, packaging, interior, web and more—who need to realize a concept quickly in order to test its viability and pitch concepts to clients who often don't know what they want until they see it. Without requiring users to switch applications or laboriously photograph and Photoshop (and re-Photoshop) flat images at the last minute, Context lets designers generate and view their work in real environments. It eliminates guess-work and mock-up time while expanding creative exploration and testing.

At launch the Context Surface Store features more than 350 surfaces, and, with the help of a proprietary (and patented) set of authoring tools which expedite surface creation, LiveSurface will continue to evolve the Surface Store at a gallop.

The structure of each Context image consists of an embedded 3D surface and multiple layers that control lighting, masking, shadows and reflections. Even surface softness, which determines how deep a foil stamp will be imprinted, is meticulously included.

Benefits

+ Context provides context *while the designer is designing*. From the very beginning of the creative process, Context gives true-to-life environmental, textural and material context to designs that are born in the computer, but will live in the real world. Designers don't just imagine results, they'll see them. Details receive early attention.

+ *The time saved is extreme*: artwork can be visualized in-situ within a few seconds, with a click. By providing side-by-side visualization, Context lets designers test their concepts against real constraints from the start.

+ Clients need to see it to believe (and approve) it. Context allows the designer to present the most detailed proposals quickly. Context allows designers to better communicate their ideas to their clients by depicting them with more accuracy.

LiveSurface

+ Context allows the whole team to contribute to and polish the design. With the artwork already applied, designers can share an editable surface via email or a studio server. Any designer on the team can export high-quality images at any point, re-edit surfaces until the last minute and batch-export for presentation with a click.

+ Context tightens (and greens) the prototyping process so iteration becomes more efficient, using less time, budget and materials.

Assets

For press assets, please refer to the press page from which this document was downloaded.

About Joshua Distler

Joshua Distler is an award-winning designer with more than 20 years of industry experience. During his years at Apple he was instrumental in the design of packaging for a number of generations of iPod, Macintosh and iMac models. Distler also consulted for top agencies, including IDEO, Wolff Olins and Metadesign. In 2006, Distler founded LiveSurface as a library of Photoshop image templates that quickly became an industry standard.

About LiveSurface

Launched in 2006, LiveSurface is an industry standard library of professionally photographed and retouched high-resolution, layered images with embedded 3D surfaces. Created by designer Joshua Distler and launched with a collection of just twenty-five images, LiveSurface has grown to more than 350 images and is now a go-to tool for international agencies, students and independent designers.

Contact:
Joshua Distler
josh@livesurface.com
www.livesurface.com

LiveSurface

Sample output (blank and with artwork applied):