

YSOFT

# BE3D™ IN EDUCATION INSPIRATIONAL CASE STUDY

A COMMERCIAL EXAMPLE SHOWS STUDENTS HOW 3D PRINTING CAN BE USED TO CUSTOMIZE A NEED IN EXTREME SPORT FILMING.



## 3HEADS, A CZECH PRODUCTION COMPANY, USES 3D PRINTING TO MAKE THEIR COMPANY MORE NIMBLE AND RESPONSIVE TO CUSTOMERS' NEEDS

The world of extreme sports demands extreme innovation. When 3HEADS needed specialized equipment to keep their camera stable when filming extreme sports with a GoPro camera attached to a drone, founder Vít Hašek used a YSoft be3D 3D printer to create their own high-quality design – at a fraction of the cost of having a custom solution fabricated.



### CUSTOMER PROFILE

3HEADS is a Czech-based creative collective of skilled filmmakers, photographers and computer graphics designers that provides a close-up look into the daredevil world of extreme sports. To capture the excitement of skateboarding, surfing, roller derby, dog sled racing and more, 3HEADS designs and creates custom equipment that ensures they get the best shot.

## CHALLENGE

As a small production company, 3HEADS has made a name for themselves by doing whatever it takes to make movies and videos wherever a sport takes them, from aerial shots using drones to following mountain bikers across rough terrain.

One of the founders of 3HEADS, Vít Hašek, found that he got the best results by taking matters into his own hands. "Our business requires lots of gadgets. We build our own drones – and we design and make other equipment and accessories that meet very specific needs." However, custom-designed equipment can be costly and time-consuming to fabricate. That's why, when 3HEADS made a short film for be3D and saw the YSoft be3D 3D printer, they knew they'd found the ideal solution.

## SOLUTION

YSoft be3D printers are high-quality, entry-level 3D printers ideal for product designers, schools, architects, interior design studios, hobbyists, fashion designers and households. Captivated by the sleek industrial design, intuitive user interface, and high-quality print capabilities, Hašek knew he had found the right solution to design the intricate parts that 3HEADS required to meet their customers' needs.

The YSoft be3D 3D printer utilizes a transparent touchscreen panel and DeeControl software for preparing preprint models. Printed objects of any shape – up to a maximum size of 150 × 150 × 150 mm – can be quickly and efficiently produced using an environmentally degradable polyactic acid (PLA) plastic made from cornstarch. The fully enclosed chassis eliminates the impact of any external factors that might influence print quality, and doors provide easy access to the finished product.

With a fantastic print resolution of up to 50 microns and automatic calibration of the print bed, 3HEADS was eager to see if they could build a new gimbal, a complex piece of equipment that stabilizes a camera while it is moving – a must for the kind of action-packed 360 degree shots extreme sports require.



**With a YSoft be3D 3D printer, you can fabricate equipment really quickly. In the past it would take a week to create the gadget we need. Now we do it in a day!**

**– Vít Hašek**

Founder, 3HEADS

## RESULT

3HEADS designed and printed their own specialized gimbal to be used on a drone to hold their camera steady. After designing the pieces of the gimbal with 3D modeling software, Hašek uploaded the design to the printer. DeeControl software automatically processes the files and prepares to print. "It's very intuitive," says Hašek, "We did not have any prior experience and we found it very straightforward. You can adjust for thickness, for strength – it's very flexible."

The entire team says that it is fascinating to watch the YSoft be3D printer in action. "The speed from idea to finished product is incredible." Hašek reports that they use the gimbal they printed on a daily basis. They have also designed and printed special protective cases for a wide array of delicate electronic equipment, saving the time and cost of having another company fabricate specialized equipment from metal. "The printed pieces have a very smooth finish and look professional. If you need something in one day, you are able to create exactly what you need. We can solve problems faster with more options."

Hašek points out that the YSoft be3D printer is an ideal, cost-effective solution for his small production company – a company that thrives on moving quickly and adapting to daily changes in customer requirements. "The YSoft be3D printer is sturdy and well-made. It has an excellent user interface, so you can learn to use it quickly. I really like that it has built-in calibration to produce high-quality results. Now we can try something and adjust it to create the perfect finished product more quickly than ever before.

**Many people think 3D printers are difficult and expensive. With a YSoft be3D 3D printer, the cost of printing objects is surprisingly inexpensive. It's easy to operate – even if you have never done it before.**

**– Vít Hašek**  
Founder, 3HEADS

