

# **Computer Graphics Market by Software (CAD/CAM, Visualization/Simulation, Digital video, Imaging, Modeling/Animation), Service (Consulting, Training & Support, Integration), End-User (Enterprise and SMB) - Worldwide Forecasts & Analysis (2014-2019)**

<https://marketpublishers.com/r/C5C00BFD9D2EN.html>

Date: June 2014

Pages: 213

Price: US\$ 5,650.00 (Single User License)

ID: C5C00BFD9D2EN

## **Abstracts**

Computer graphics industry as being a part of designing industries is categorized by creativity and innovation skill set. Computer graphics software are now widely being adopted across many industries, such as media and entertainment, advertising and television industry, computer gaming, corporate and commercial production, digital photo and video, and publishing. Computer graphics recently achieved an enormous response from the industry experts and freelancers and is currently expanding at very rapid rate. Computer graphics and 3D software imparts creativity and innovative ideas with the help of fresh talents. This has introduced various technological variations in both computer graphics and 3D animation that leaves the old school PC image processing, motion graphics behind. In media and entertainment industry computer graphics software is used majorly in commercials, cinema, television shows, digital videos, visual effects. Many educationists take the help of computer graphics and animation software in lectures too. CAD/CAM software along with visualization and simulation software are increasingly being used in manufacturing and designing industry along with architecture, building, construction and real estate. With time animation industry has also started making its mark, as VFX and 3D technology evolved, many studio houses and production companies started adopting these technologies and achieved unexpected results.

The technology used in computer graphics is changing by each day. Various websites offer software such as Synfig, Anim8or, BRL-CAD, Maya Personal Learning Experience, and MindsEye for processing of images and animation on various operating systems either for free of charge or as complementary service. There are also software

that are available on subscription basis such as 3ds Max, NX, Softimage, Solid Edge. The top players in this industry are Adobe Systems Inc., AMD, Autodesk, Dassault Systemes, Intel Corporation, Microsoft Corporation, Mentor Graphics, NVIDIA, Siemens PLM software, and Sony Corporation.

The computer graphics market research report analyzes global adoption trends, future growth potential, key drivers, restraints, opportunities, and best practices in this market. The report also analyzes market sizes and revenue forecasts across different geographies as well as industry verticals.

The computer graphics market is further segmented on the basis of software: CAD/CAM, Visualization/simulation, digital video, imaging, and modeling/animation; on the basis of services: consulting, training and support, and integration. The software market is forecasted to account for the highest market share for the year 2014 and the services market is forecasted to have the fastest growth rate/ CAGR from the year 2014 to 2019. The architecture, building, and construction vertical have the highest market share among the other verticals such as entertainment and advertising; academia and education; aerospace and defense; healthcare; manufacturing; automobile and other verticals.

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## About

Objects that can be represented in the form of images or visuals are known as graphics. Often graphics are misinterpreted with texts or sound that comprises letters and numbers, rather than images. Computer graphics are majorly images that are displayed on-screen and are created and manipulated by the computer. These images are either two-dimensional (2D) or three-dimensional (3D). Earlier, computers were only capable of creating 2D images, as technology was not so advanced. For creating computer graphics the basic requirement is a personal computer or desktop. Besides that, new as well as special software and devices are needed for computer graphics.

As users of computer graphics realize the benefits associated with upcoming 3D software, many industries have started using computer graphics to promote their brand and products. Also, industrial sectors such as manufacturing, automobile, and aerospace and defense have adopted and implemented high-end computer graphics software into their systems in order to design products and their ancillaries with more efficiency. While industries look forward for better prices and multiple options in computer graphics software, leading software developers are creating software with variable options such as creating 3D objects and editing.

MarketsandMarkets believes that the changing user behavior toward the new software with various presets is propelling the growth in the computer graphics market. Though the adoption of computer graphics was initially gradual, due to concerns about cost, trained labor, and high configuration requirements, these solutions are now witnessing wide acceptance across various verticals. The convenience of flexibility and the seamless support for creating characters and objects in high definition are expected to bring more demand for these solutions. To serve an audience with different and more realistic 3D visuals, solution providers and their industry partners are addressing the installation challenges by making software and support tools that adhere to the compliance standards. The consolidation of new and advanced computer graphics software within the existing systems will improve workforce productivity and enhance the ability to produce more realistic 3D images with minute details.

The computer graphics market is segmented on the basis of software: Computer-Aided Design/ Computer-Aided Manufacturing (CAD/CAM), visualization/simulation, digital video, imaging, and modeling/animation; services: consulting, training and support, and integration; end user: Small and Medium Businesses (SMBs) and enterprises. The report is further segmented on the basis of regions and verticals.

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