

DEZMOLAB · CASE STUDY

Atlas Robotics — Product Film & Motion System

A 96-second product film and a motion system that made a warehouse robot legible to a non-technical buyer.



Atlas Robotics · Industrial Robotics

Video Editing & Motion Graphics · 9 weeks · May — Jul 2025

Overview

CLIENT

Atlas Robotics

INDUSTRY

Industrial Robotics

ROLE

Film and motion studio

DURATION

9 weeks · May — Jul 2025

SERVICES

Creative direction, Editorial, 3D and 2D motion, Sound design

TECHNOLOGY

Premiere Pro, After Effects, Cinema 4D, Redshift, DaVinci Resolve

The client challenge

Atlas sells a robot that saves warehouse operators money, but their existing material explained payload tolerances to procurement directors who care about throughput and safety. Sales calls were spending 20 minutes on explanation before value ever came up.

Research

We sat in on sales calls and built the film around the questions buyers actually ask.

- 8 recorded discovery calls analysed for recurring objections
- Competitive review of category films — almost all spec-led
- Site visit to two customer warehouses for authentic footage
- Narrative test of three script directions with the sales team

Narrative Strategy

One shift, one operator, one clear before-and-after. Specification moved to the end card.

- Three-act structure: the constraint, the change, the measured result
- Real operators on camera, no actors and no studio warehouse
- 3D reserved for what a camera cannot show — payload path and safety envelope
- Cut-down plan defined before the edit, not retrofitted afterwards

Design & Motion

A motion language built from the robot's own movement — weighted easing, no bounce, nothing decorative.

- Typographic system matched to the Atlas brand with a motion specification
- Data overlays animated from real telemetry captured on site
- Grade: cool industrial base with a warm operator key light
- Sound design built from recorded on-site machinery

Production & Delivery

Two shoot days, four weeks of post, delivered in every format the client needed for a year.

- Two-camera shoot with a gimbal and probe lens across two facilities
- 3D exploded-view sequence rendered in Redshift and comped to plate
- Masters for cinema, web, trade booth loop and 9:16 social
- Captioned and audio-described versions for accessibility

Final Showcase

The film opens the Atlas homepage and runs on every booth screen they take to trade shows.

- Hero film: 96 seconds, 16:9 and 9:16
- Cut-downs: 30s, 15s and 6s across paid channels
- Motion kit handed to the in-house team with source projects

Deliverables

- 96-second flagship product film
- Six cut-downs for paid social and trade events
- Motion system: lower thirds, UI overlays, transitions, end cards
- Sound design and licensed score in three lengths

Results

+167%

Demo requests from film traffic

72%

Average completion rate

+63%

Engagement across paid social

4 events

Booth film run through 2025

Client testimonial

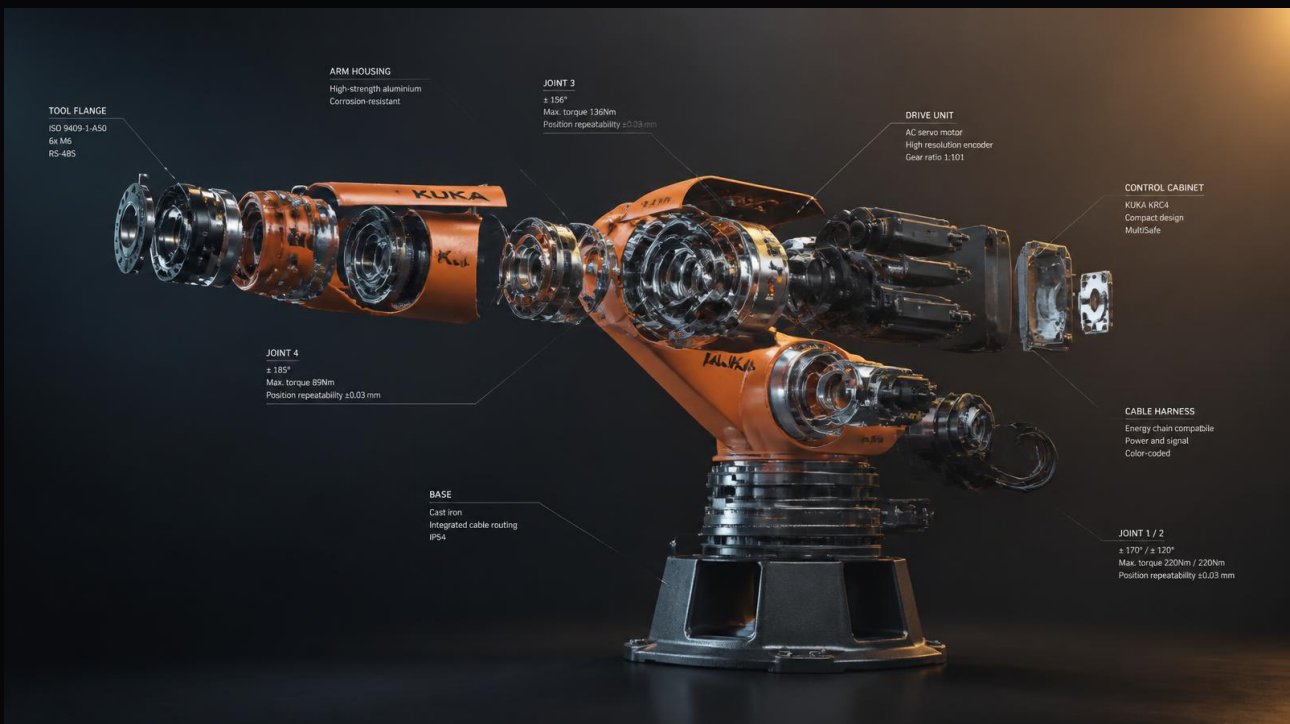
“Prospects now arrive at the call already understanding what the machine does. That alone changed the shape of our pipeline.”

Elena Brandt — CMO, Atlas Robotics

Gallery



Film stills and grade



3D exploded-view sequence

Conclusion

Atlas Robotics came to DEZMOLAB with a business problem, not a design brief. We diagnosed it, shipped against it and measured the outcome — and the work is still running in production today.

Work with DEZMOLAB

We design, build and grow digital products for startups, businesses and enterprises. If you have a problem shaped like this one, we should talk.

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