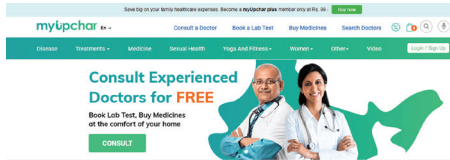myüpchar

COMPANY
myUpchar

LOCATION
India

SOFTWARE
Autodesk Media & Entertainment collection: Maya, Arnold

www.myupchar.com

Making complex content comprehensible

For a company with so many users, it is surprising that myUpchar has done almost no marketing. Its co-founder, Manuj Garg, firmly believes, "Our content is the marketing". Indeed, myUpchar's content speaks for itself and in a language even a lay person can understand. Autodesk has been instrumental in the company's high-quality content creation, which ranges from healthcare education articles and videos to medical illustrations and 2D & 3D animations.

For content creation, the myUpchar team has been using Autodesk solutions - especially Maya and Arnold - from the start.

One such project of theirs is 3D video of "The 9-month journey of a foetus", which beautifully visualizes, week-by-week, the entire journey from conception to birth.

The project took myUpchar two 2D artists, four 3D artists, two Autodesk software, and six months to complete. The team created fourteen 2D boards for the storyboard, a complete model of the female reproductive system, multiple models of the foetus/baby at various stages of development, and models of other elements like sperm, eggs, and cilia.

Recently, myUpchar has released a short version of the video, which has garnered a lot of attention and been seen by at least 30 million people across different social media platforms. The longer version is set to be launched soon.
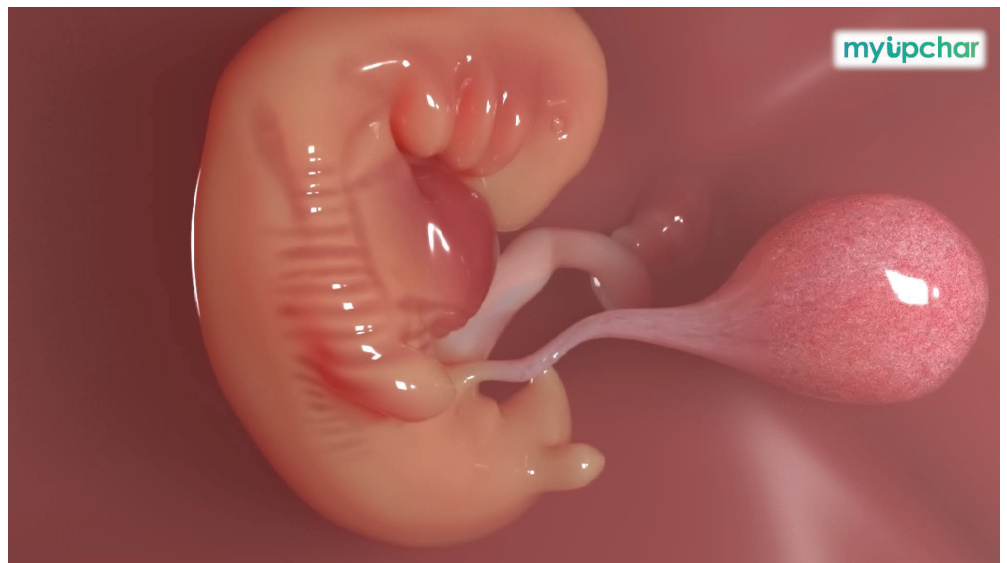
Quality production with Autodesk

"The 9-month journey of a foetus" was a particularly complex project. Ensuring the medical accuracy of the transformation

Simplifying healthcare for the nation
Using Autodesk solutions, myUpchar is producing high-quality content to enhance health awareness in India.

India's largest health-tech start-up, myUpchar, was founded in 2016 with the mission to improve healthcare awareness and access in India. To that end, the company leverages technology to offer medical teleconsultations and authentic healthcare information in regional languages, anytime and anywhere in the country.

myUpchar is backed by some of the biggest institutional and individual investors in India and currently serves 50 million people across its platforms every month.

Pictures courtesy : myUpchar

shown, called for precise work and advanced animation. This was achieved with the help of **Autodesk Maya** and **Arnold.**

For myUpchar, **Autodesk Maya** made the process seamless.

> Be it visualizing space or molecular phenomena, building fantasy worlds, or making product demos – with **Autodesk 3D** tools, what one can create is limited only by imagination.
>
> **– Manuj Garg**
>   Co-founder
>   myUpchar

And all the renders were done on **Autodesk Arnold**.

Autodesk Arnold gives the highest quality renders amongst all the renderers we have tried, and this was of paramount importance given how beautiful the artwork is! - **Prakash Singh**

Autodesk's advanced tools like X-Gen, Bifrost and techniques such as Multi-blending Material also assisted production. For instance, had it not been for X-Gen, the creation of fine baby hair could have proved more challenging.

Pictures courtesy : myUpchar

AUTODESK

myupchar

Saving cost and time with Autodesk

myUpchar is planning to upgrade to **Autodesk Media & Entertainment Collection** which offers 5 licenses of **Arnold**, which will be used for Background rendering, along with **Maya**.

The integrated solution has also saved myUpchar precious time that would have otherwise gone in troubleshooting.

> When the entire solution is from one provider, it becomes much easier and faster to work with them and solve problems, if any.
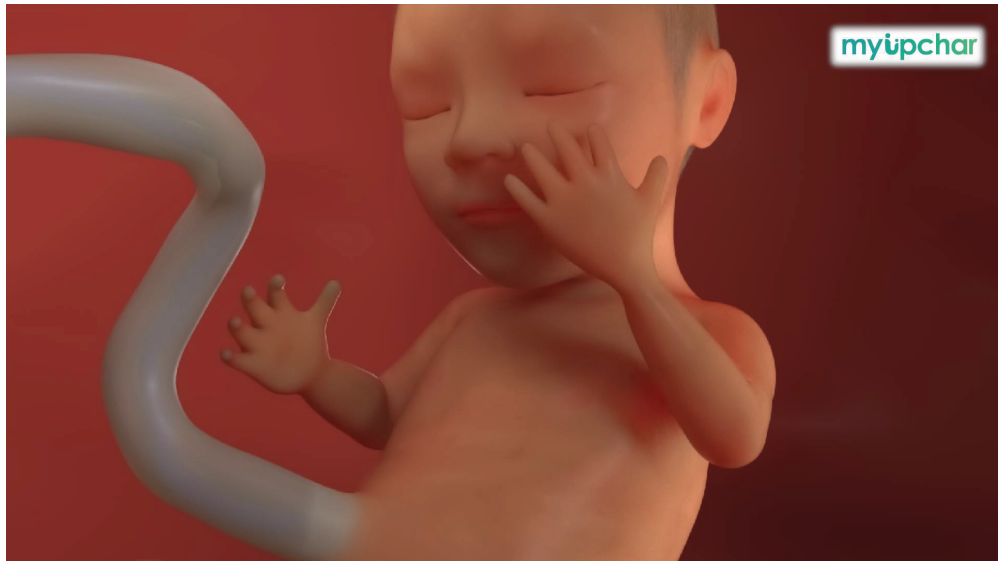>
> **– Prakash Singh**
>   Design Lead

The team thinks it is fantastic that **Maya** gets continuously updated with new features multiple times each year. Since **Maya 2019** and Arnold's readymade pre-sets of shaders, they have recorded enhanced performance. Moreover, the look and development too have become five times faster with the **Arnold GPU**. There is no longer any need to split a heavy scene file to render in parts. The local development can be done using Arnold GPU and final renders can be split to a normal CPU, giving the same results.

Explore the power of 3D with Autodesk

myUpchar has found 3D animation videos to be the most effective medium for connecting with its target audience.

> It helped immensely that much of the project pipeline could be handled within a single software - **Maya**. It eliminated the risk of errors and delays that can come from jumping across multiple softwares.
>
> **– Prakash Singh**
>   Design Lead

Pictures courtesy : myUpchar

Besides being a great communication tool, 3D animation also created differentiation in its audience's mind, providing a definite competitive advantage. To any organization that creates visual content, the team at myUpchar strongly recommends exploring the power of 3D with Autodesk.

Pictures courtesy : myUpchar

The **Autodesk M&E collection** is a cost-saver and quite powerful for the medical modelling and animation work we do. "Autodesk collection will help us save thousands of dollars on render farms since the background rendering feature will allow local rendering" It helps that **Arnold** - the renderer of choice for our artists - comes bundled with **Maya**.

– Manuj Garg
  Co-founder
  myUpchar

Pictures courtesy : myUpchar

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