

# Visualising Success

**SCICOMVISUALS**  
The Communication of Science

Scicomvisuals is a highly innovative company, who develop all kinds of visuals, from detailed infographics describing clients' technologies to compelling cover illustrations, professional scientific posters and animations.

From my experience, the biotechnology sector provides a truly dynamic environment in which goal-oriented science and bright ideas can flourish. Alongside this, there is enormous acumen and drive to excel, which is crucial to develop solutions that really help to deal with today's challenges.

Where Scicomvisuals comes in, is communicating across the ground-breaking ideas and discoveries that occur in the industry. The biotech industry presents its work to, and interacts with, a range of audiences, such as investors, B2B, principal investigators and patients and so on. As such, the ability to successfully communicate the essence of complex scientific concepts and products in a clear and convincing way (to these different audiences) is crucial for the success of the company. Clear visuals are extremely helpful to convey these messages, and Scicomvisuals has the right background and expertise to accomplish this.

Scicomvisuals is very much a one-man band, as I am the only staff member. However, in addition to developing images myself, I work closely with animators, movie editors, (web) designers and communication strategists that help me to carry out my ideas and concepts. With this active and flexible network of experts in all areas of scientific communication, Scicomvisuals can ensure versatility, efficiency and a cost-effective project approach.

What makes us truly stand out is there are not many companies with a clear focus on content visualisation aimed at clients in biotechnology and university. Scicomvisuals builds on deep scientific understanding of biomedical research, with over 20 years of experience in different areas of fundamental research as well as product development. With well over 10 years of experience in biotech industry, Scicomvisuals offers broad experience in all areas of product positioning, with services including graphic design, but also scientific writing, education, and public relations.

Nonetheless, Scicomvisuals is still a young company and was established only three years ago. During this short period of time, we have already been able to attract many national and

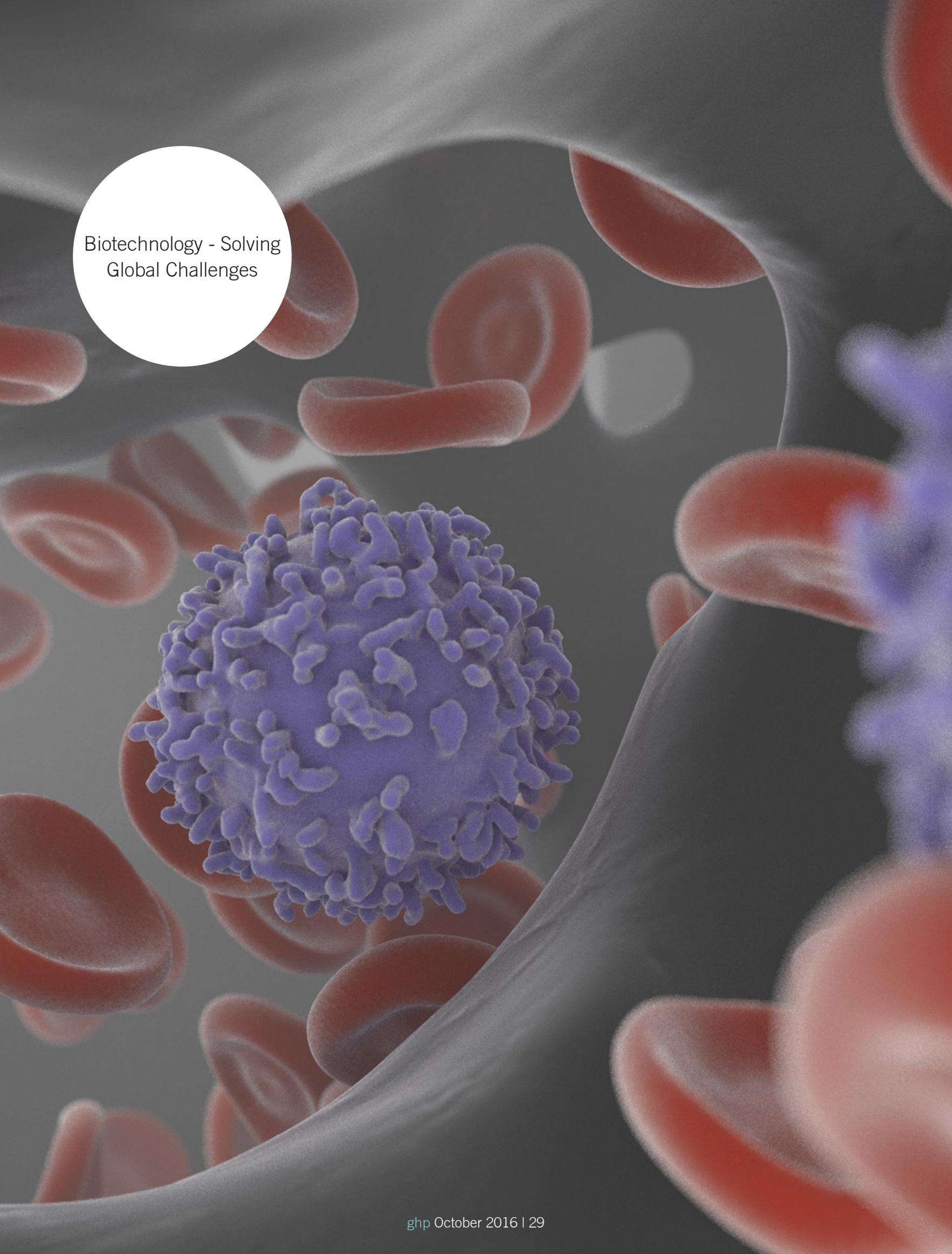


international clients, ranging from research groups at university to (private as well as public) biotech and pharma companies in the biomedical and agricultural sector.

Looking further ahead, progress in the biotech sector is moving really fast. At the same time, the possibilities to visualise content has grown rapidly as well. To ensure visualisations remain relevant and focused, it is important to stay up-to-date with major developments in science and design.

Ultimately, I think the biggest driving factor behind the success of the company is that I simply love what I do. It is great to be able to combine my scientific background and expertise with my passion for visualisation and design. To me, developing an illustration, infographic or animation that shows the essence of a technology or scientific concept is a true joy!

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A detailed 3D rendering of a biological cell. The cell membrane is shown as a grey, semi-transparent layer. Inside, numerous red blood cells are visible as reddish-orange, biconcave discs. In the center, a large, spherical purple particle with a highly textured, spiky surface, resembling a virus or a complex protein aggregate, is the focal point. The background is a dark, muted grey, providing contrast for the biological structures.

Biotechnology - Solving  
Global Challenges