



Success Stories

Digital Hue Studios combines creativity, technology, and medical expertise to create impactful digital solutions for the healthcare (MedTech) industry.

Servicing startups to Fortune 500 companies.

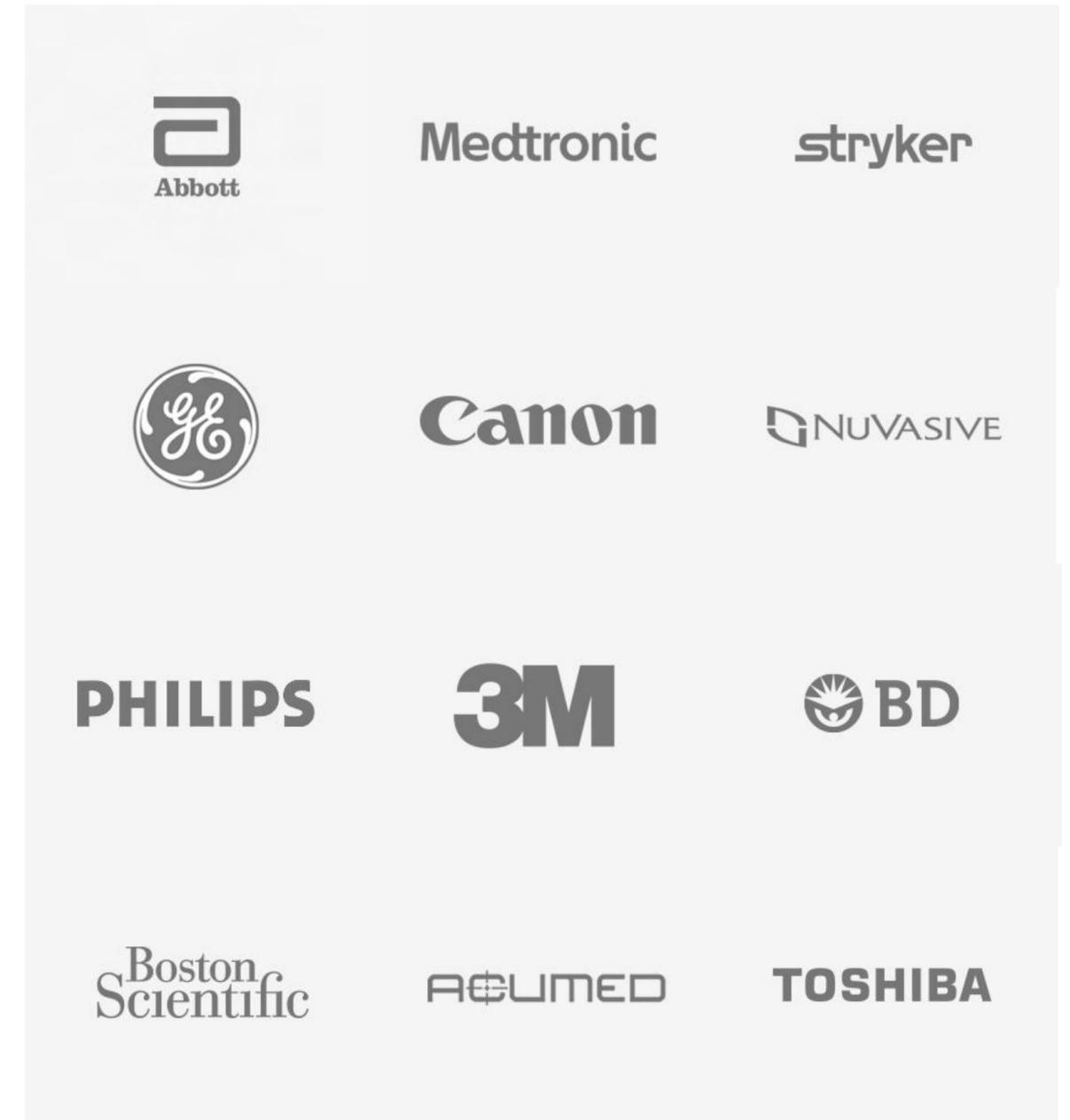
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About DHS

Designing, Developing and Innovating for those who lead the pack.

Digital Hue Studios is a place where creativity and innovation thrive. Our partners experience the extraordinary through us. Our devotion to combining visual story telling, innovative development techniques and high-touch customer service has made Digital Hue Studios a global market leader in interactive digital media. But we're not content with just being the best. We're always looking for new partners to join us to make their futures just as bright.



VR, AR, XR Development

Digital Hue Studios specializes in creating visually stunning and immersive interactive experiences for the medical MedTech industry. Our team of experts, including 3D artists, UI/UX designers, and software engineers, lead the way in cutting-edge technology. From interactive trade show exhibits to digital surgeries, our virtual reality experiences leave lasting impressions.



Veritas Health

VR Education and Development



About The Company

Veritas Health, a trusted health publisher, connects people to reliable health information, qualified physicians, and a supportive online community. Their editorial team collaborates closely with health professionals to produce accurate and trustworthy content. Their commitment to transparency and accessibility makes them a valuable resource for those seeking health-related guidance.

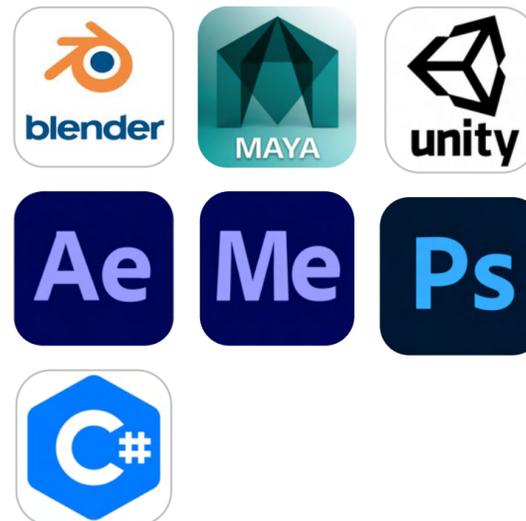
About The Need

Veritas Health aims to simplify complex medical information, making it more approachable and understandable. Their need is to educate people about common causes of lower back injuries, preventive measures, and available treatment options.

About The Solution

Digital Hue Studios developed a VR educational app with a specific focus on common back injuries. The app aims to educate users about the causes, prevention strategies, and available treatment options in a format that allows the user to explore and self-educate at their own pace.

Technology Used



Outcome and Results

The deployment of the Virtual Reality (VR) immersive experience effectively educated and trained a diverse group of individuals using this novel medium. As a result, it led to distinctive and memorable learning, enhancing the depth of their training and overall experience.

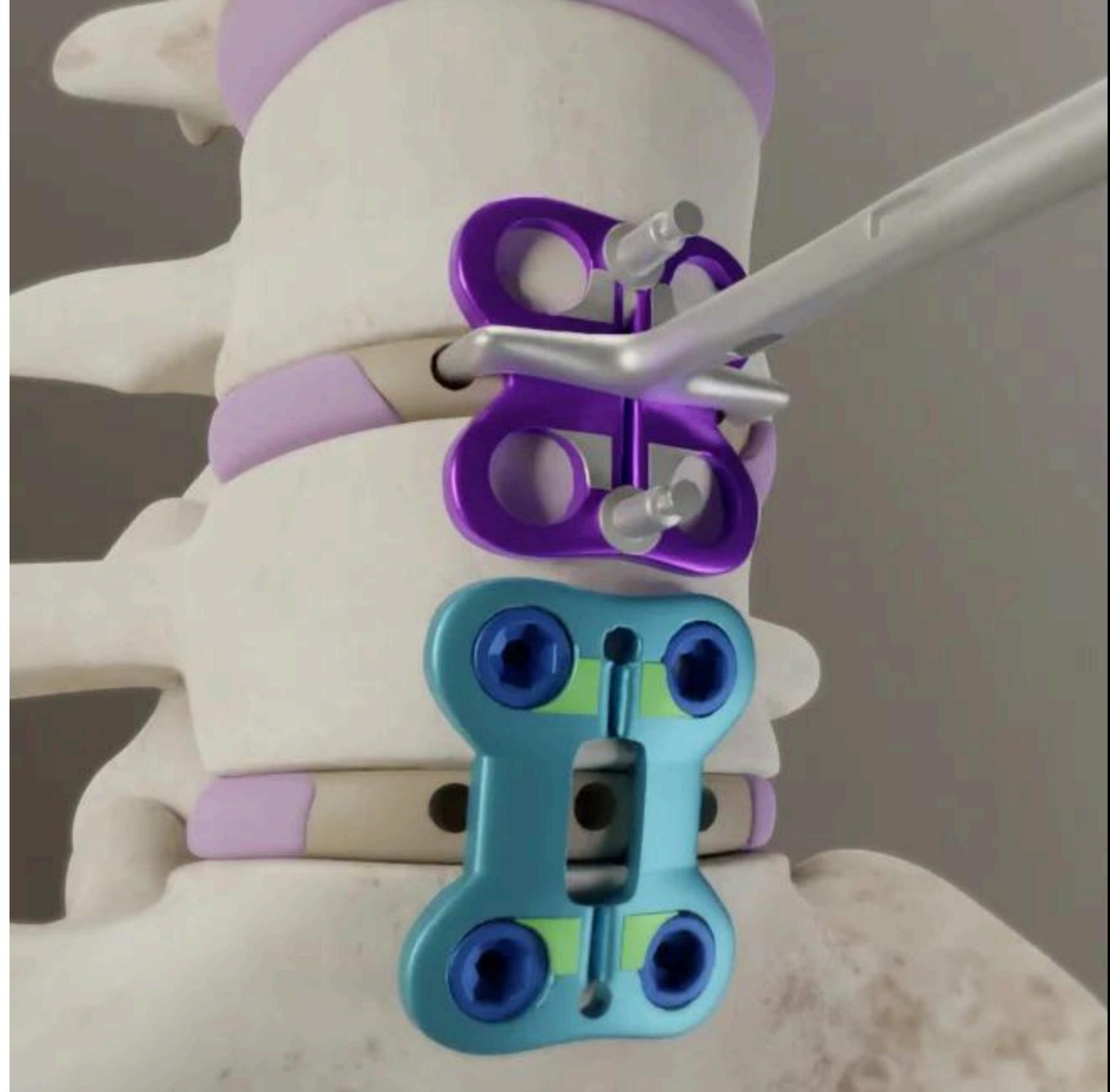
[View VR Education Demo](#)



// “Digital Hue can do it all when it comes to digital products. They use a customer-centric perspective to take a feature from discovery, wire framing, and all the way through to development. They have experience in the latest UI technical stack and are amazing team members.” //



Josh Stanley
President at RevUnit



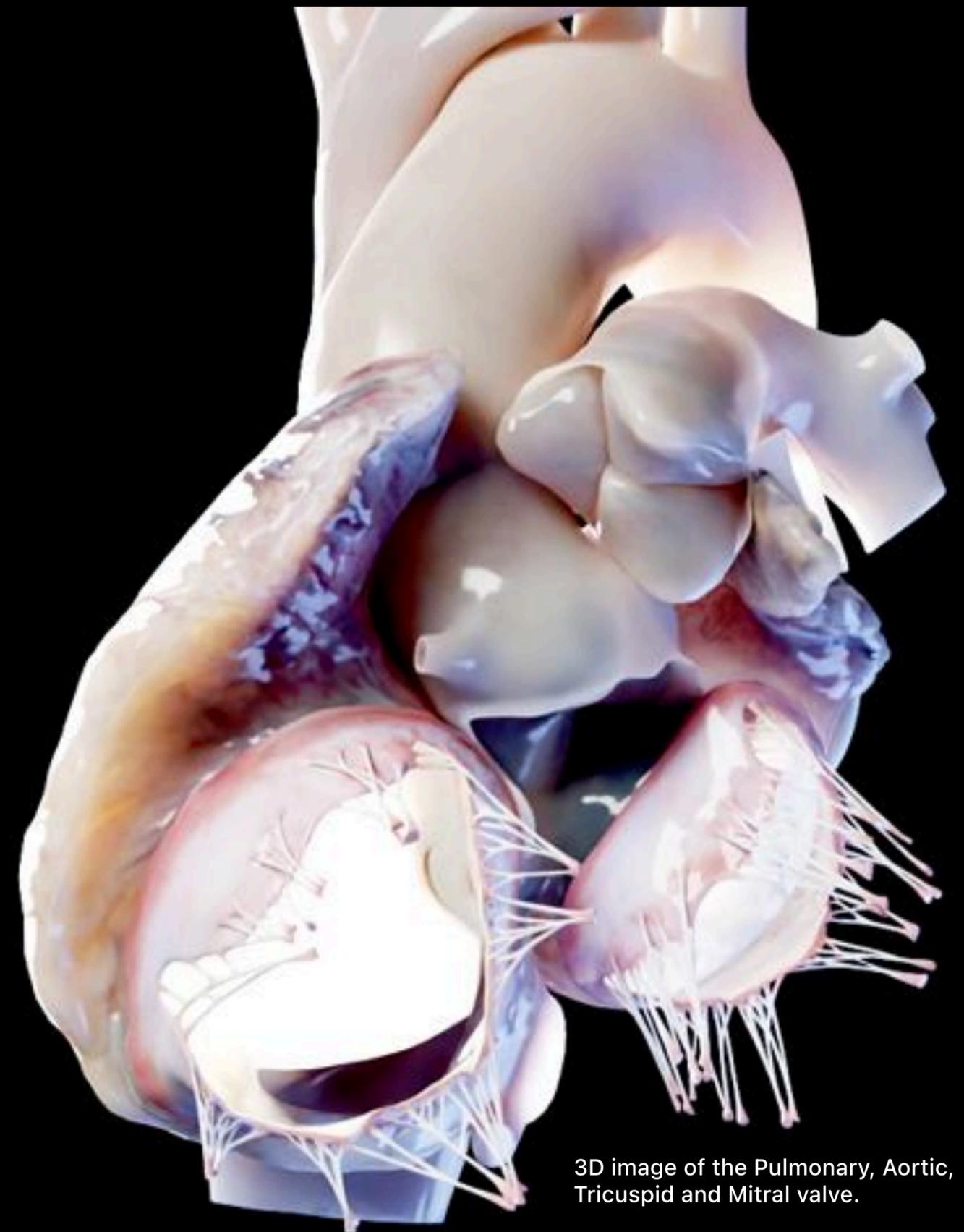
3D Animation

Our 3D artists lead the way in innovation, creating top-tier visuals for ads, simulations, games, virtual reality, and product demos.

We collaborate with Fortune 500, Fortune 1000 and startup medical companies, delivering precise, high-end 3D visuals that explain medical technology's interaction with the human body.

We use the most advanced, anatomically correct, male and female human 3D anatomy available in the industry, allowing us to tell your product's story with impact and precision.

If you need it visualized, we can render it



3D image of the Pulmonary, Aortic, Tricuspid and Mitral valve.

3M Health Care

3D Animation



About The Company

From products designed to protect and support patients during surgery to innovations in negative pressure wound therapy, incision management, and infection prevention, 3M Health Care addresses challenges faced by healthcare professionals.

About The Need

3M had a need to visually depict the intricate muscles and functional dynamics within the throat and trachea. Such illustrations are essential for medical education, patient understanding, and surgical planning. By visualizing these structures, healthcare professionals can enhance their knowledge, diagnose disorders, and communicate effectively with patients.

About The Solution

3D Animation:

Digital Hue Studios created a series of short 3D animations and a set of still 3D images that could be used to educate and illustrate the inner workings of the throat and surrounding muscles.

Technology Used



Outcome and Results

Digital Hue Studios produced a series of short 3D animations and a set of still images that could be easily integrated into future marketing and educational materials and could be used at 3M desecration.

[View 3D Animation](#)

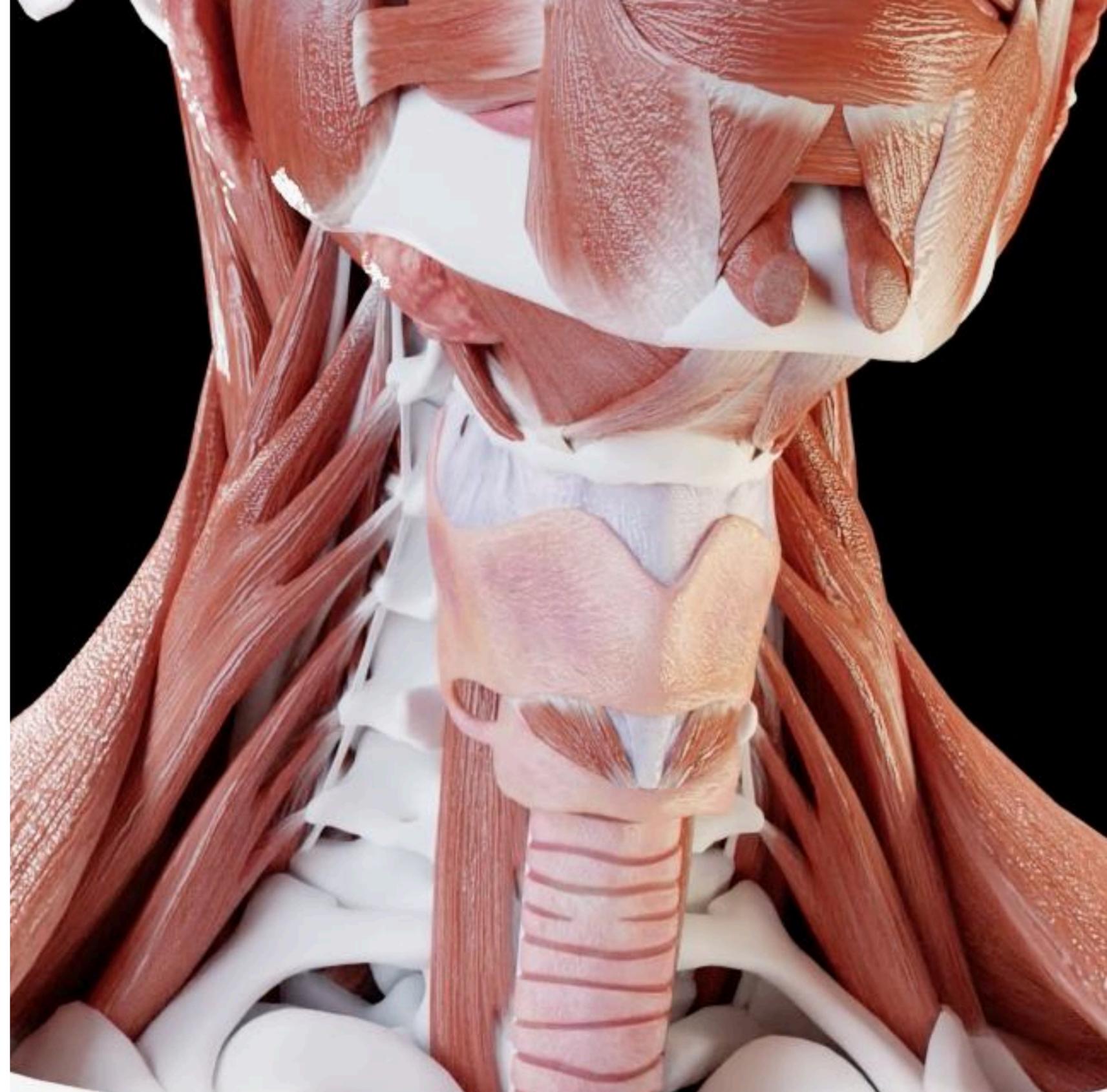
[View 3D Still Image](#)



// "Their strength lies in their attention to detail and dedication to the process. I was consistently impressed at their ability to understand client needs, integrate those into the creative process and come out with solutions of high aesthetic execution that consistently met customer needs." //



Cody Coonradt
Sr. Director, Global Strategy, Insights
and Market Development.



3D Product Visualization

3D product visualization has revolutionized the medical technology industry, providing a powerful means to create high-end visuals that vividly illustrate intricate technical products.

3D product visualization plays a crucial role in designing and marketing medical devices. It allows customers to explore equipment dimensions, zoom in on details, and gain a deeper understanding of these technical products. Whether it's for training, sales, or patient education, 3D visualization continues to shape the future of medical technology and Digital Hue Studios can be your trusted partner to ensure your success.



Canon Medical Systems USA, INC.

3D Product Visualization



About The Company

Canon Medical Systems Corporation develops and manufactures diagnostic imaging solutions including CT, MRI, ultrasound, X-ray and clinical laboratory systems that offer state of the art technology to provide faster diagnosis and early treatment.

About Their Need

Canon's flagship product, the Cartesion Prime, revolutionizes hospital technology. They needed to educate potential customers about its advanced features to demonstrate its capabilities as well as generate demand in driving sales and adoption.

About The Solution

Digital Hue Studio created eight high-end 3D product visualization videos that brilliantly showcased the distinctive features of the Cartesion Prime. These captivating videos are poised to seamlessly integrate into future marketing campaigns, leaving an indelible mark on viewers' minds.

Technology Used



Outcome and Results

The Canon marketing team have masterfully used these digital assets across countless projects: from captivating commercials and mesmerizing YouTube videos to eye-catching advertisements and enlightening training materials.

[Animation Video 1](#)

[Animation Video 2](#)

[Animation Video 3](#)

[Animation Video 4](#)

[Youtube Video](#)



// “They have a unique ability to listen to your needs and transform your business into an efficient digital first organization.” //

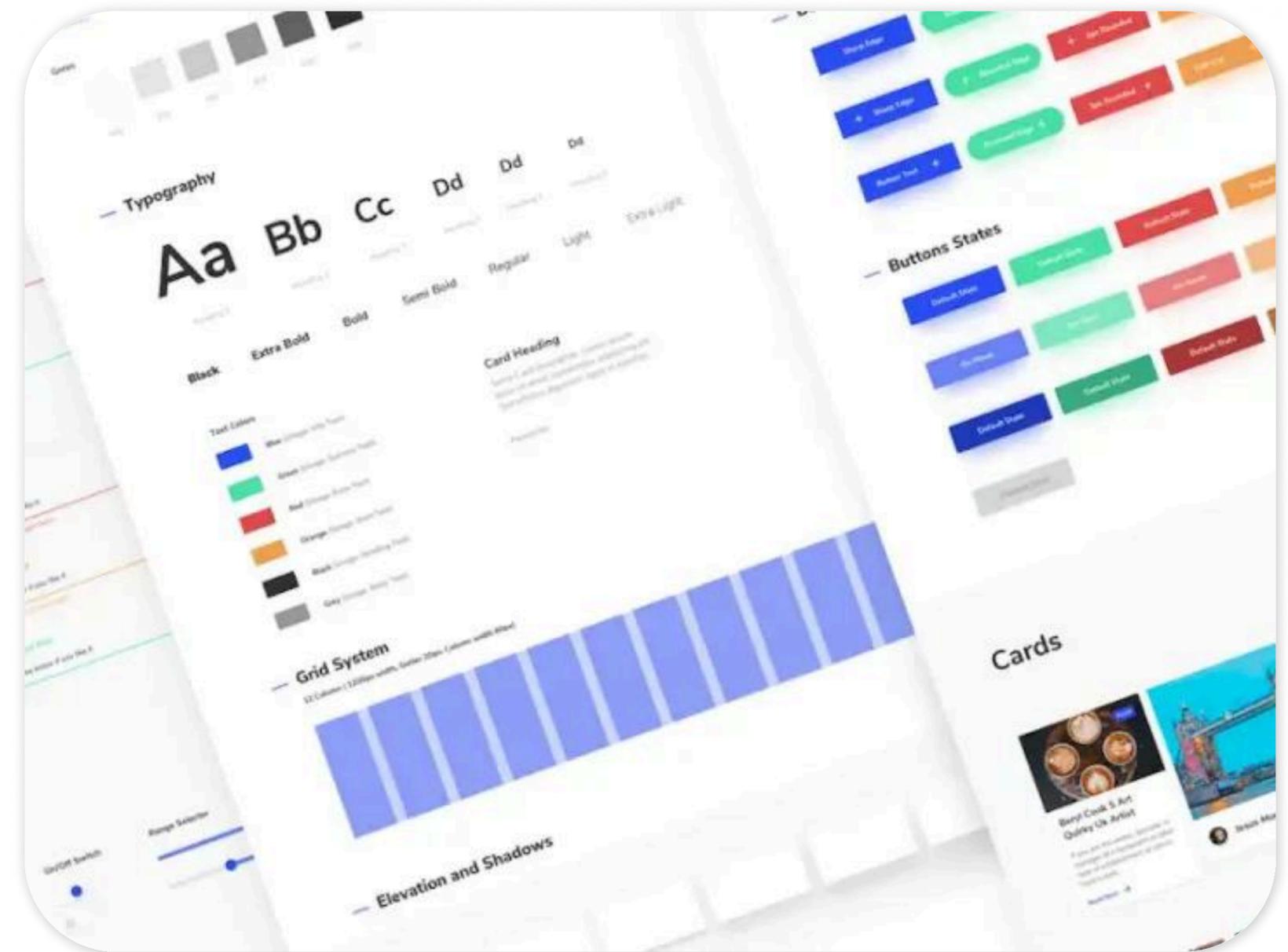


Martin Rodriguez
Director Digital Sales Enablement,
Canon Medical Systems USA, INC.



Graphic Design And Product Design Systems

Are you tired of fading into the background, lost in the sea of sameness? Ready to leave an indelible mark that resonates with your audience? Look no further! Our team of visionary creatives doesn't just design; we weave narratives that transcend aesthetics. Each pixel, each brushstroke, carries the essence of your unique journey. Let us craft a visual symphony that echoes your story.



1-800 CONTACTS

Graphic Design and Product Design System

1800contacts®

About The Company

1-800 Contacts, Inc. is an American contact lens retailer based in Draper, Utah. The company was founded in 1995 as the industry's first way to buy contacts online. Through its website, mobile applications and over the phone, 1-800 Contacts offers contact lenses from major manufacturers and distributors.

About Their Need

Eighty percent of the business is generated through their digital storefronts. However, they faced inconsistency and a lack of alignment with their brand identity. They sought assistance in creating a cohesive user experience and ensuring visual consistency across their website and mobile applications on iOS and Android.

About The Solution

Digital Hue Studios developed an extensive digital design system that could be used across websites, mobile apps (including iOS and Android platforms), and even integrated into their marketing campaigns. This design system ensured consistency in how they presented their business across various channels, including TV.

Technology Used



Outcome and Results

The Canon marketing team have masterfully used these digital assets across countless projects: from captivating commercials and mesmerizing YouTube videos to eye-catching advertisements and enlightening training materials.

[1-800 Contacts Website](#)



“You're one of the best in the business! I'm glad we've been able to work together on some projects over the years.”



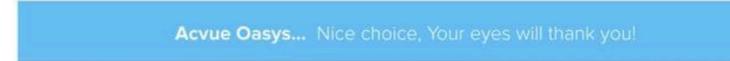
Brendon Quarnberg
Senior Marketing Manager
1-800 CONTACTS



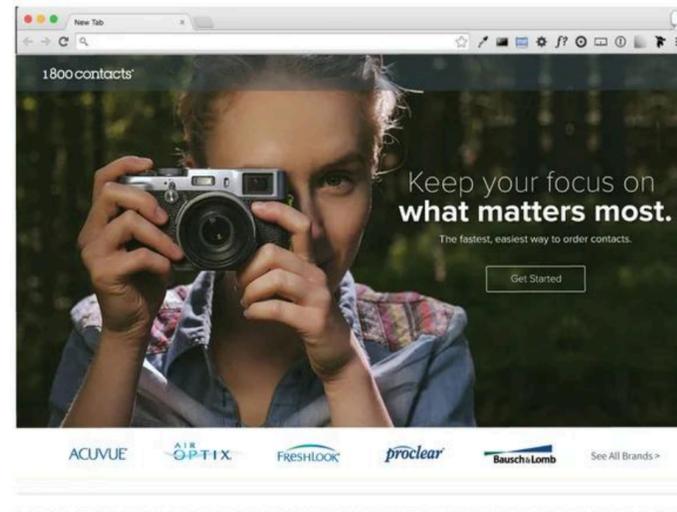
Header



Feedback Bar



Homepage Marketing Slot



Video Player



Product Shot



Footer



Typography



Keep your focus on what matters most.
The fastest, easiest way to order contacts.

Proxima Nova, Thin, 40px, Color: #3c5161
Proxima Nova, Bold, 42px, Color: #3c5161
Proxima Nova, Regular, 14px, Color: #3c5161
Proxima Nova, Regular, 14px, Color: #3c5161
Links: Proxima Nova, Text underlined: 14px, Color: #0092eb
Page Pagination: 14px, Color: #0092eb

Header 1

Header 2

Header 3

Header 4

Header 5

Header 6

“Customer retention is what drives us. The real value in this business is the reputation we build. Contact lenses are just the product we deliver. What we really sell is service.”
Blockquote, Proxima Nova, Semibold Italic, 24px, color: #3c5161

Dropdown Menus



Power Picker



Checkbox / Other



Tooltips



Input Feilds



Buttons



Icons

Icon set can be found on shared iStock lightbox.

Mobile App Design and Development

We stand at the forefront of the mobile app revolution, igniting a transformative spark within the medical industry. Our cutting-edge applications have redefined the landscape, breathing new life into organizations and capturing the discerning eye of Apple itself.



Medtronic

Mobile Application Design and Development

About The Company

A global healthcare technology leader — boldly attacking the most challenging health problems facing humanity with innovations that transform lives. The company develops and manufactures healthcare technologies and therapies.

About Their Need

Medtronic aimed to create a digital tool for their sales team, enabling them to connect with potential customers and physicians effectively. The goal was to showcase the impact of Medtronic's medical solutions. This tool needed to emphasize the innovation and significance of their extensive product catalog.

Medtronic

About The Solution

Digital Hue Studios revolutionized their sales process with a cutting-edge mobile app. This app empowers their sales team to carry a comprehensive product showcase right into sales meetings. This application highlighted the technical advantages of their products in an intuitive, informative and engaging manner.

Technology Used



Outcome and Results

The mobile application swiftly gained traction, transforming from an explorative project into a company-wide solution. Its success attracted industry-wide attention, including recognition from Apple, Inc.

From this project, a dozen more applications were commissioned by Medtronic and its various departments.

[Youtube Video of Apps](#)

“Whether you have a digitally mature org or you’re just getting started, they have the knowledge, skills, and leadership to exceed your business objectives.”

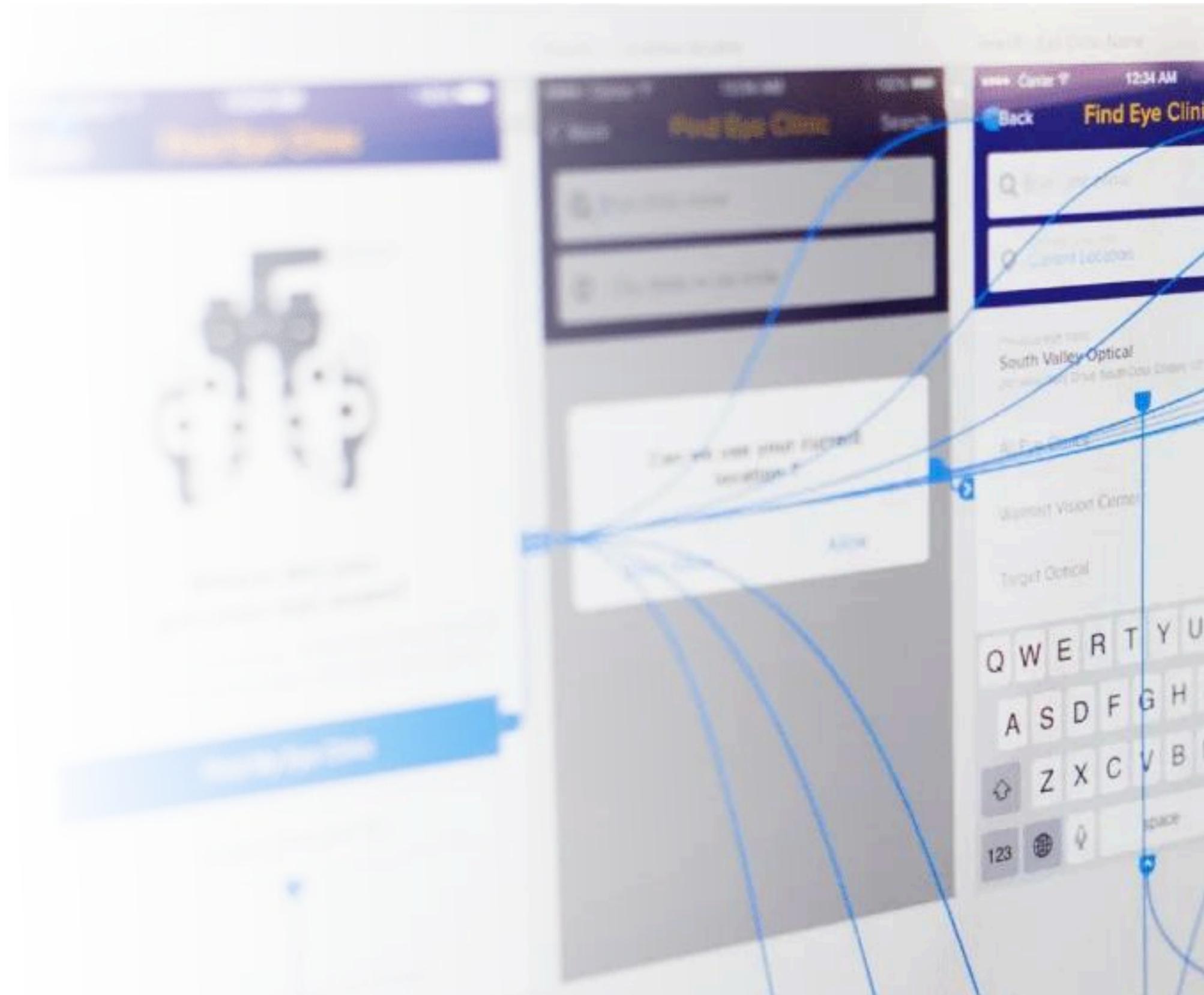


Brad Barnhart
Sr. Manager UX Research & Design



UI / UX Design

Our designers are thinkers. They don't just focus on making your digital products visually beautiful (although they do that too). They know that's only a part of the experience. Like an architect is to a home, they identify how a human will use the digital platform and will craft a digital experience that is useful, intuitive and drives business results. Whether it's a website, app or virtual reality experience, they will craft a holistic experience that feels intuitive, informative and creates lasting business value.



1-800 CONTACTS

UI / UX Design, Front-End Web Development



About The Company

1-800 Contacts, Inc. is an American contact lens retailer based in Draper, Utah. The company was founded in 1995 as the industry's first way to buy contacts online. Through its website and over the phone, 1-800 Contacts offers contact lenses from major manufacturers and distributors.

About Their Need

1-800 Contacts' e-commerce platform faced substantial traffic on their primary online storefront and mobile app. However, despite the high visitor numbers, their conversion rates are notably lower, and cart abandonment rates remain persistently high. Consequently, they recognize the need to optimize their digital store customer experiences.

About The Solution

By employing user-centered design principles, Digital Hue Studios conducted over 120 A/B tests to optimize their e-commerce storefronts. We used modern UI/UX digital design techniques to encourage user interaction and streamline checkout flows to maximize conversion rates.

Technology Used



Outcome and Results

Mobile Apps:

The updated designs saw a 6% growth, 4% conversion rate growth and 31% revenue growth. As well as received 5-Star ranking on the iOS and Google App Stores.

Website:

The e-commerce website achieved a 22.28% conversion rate, a 83 Foresee satisfaction score, and a 4.8 Google trusted store ranking. Delivering over \$450 million in year-over-year revenue.

[1-800 CONTACTS - Website](#)

[1-800 CONTACTS Mobile App - iOS](#)

[1-800 CONTACTS Mobile App - Android](#)

[1-800 Contacts Mobile App - YouTube Ad](#)



“Hard workers. Dependable. Steep learning curve. Committed to delivering with excellence. Detail-oriented. Suffice it to say, Digital Hue was an outstanding hire and I'd welcome the opportunity to work with them again.”



Amy Larson
VP, Digital Commerce
1-800 CONTACTS



FREE SHIPPING On all web orders. See details



Acuvue Oasys

with HydraClear Plus 12pk

In Stock

★★★★☆ (634 customer reviews)

[Read Reviews](#) | [Write a Review](#)

\$69.00 As low as \$57.00 per box

- Free Shipping
- We'll buy back any unused lenses
- Free Torn Lens Replacement
- 100% Satisfaction Guarantee
- 24/7 Customer Support

Want it by [Day of week, Date]? Order within the next [Time] and choose [Shipping method].

ADD TO CART

[Shop for Another Brand](#)

- Product Description
- Questions & Answers (5)
- Reviews (25)

Product Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac turpis lacus. Nulla cursus vestibulum ante, ut mollis ex tempus placerat. Donec non tellus non velit pulvinar eleifend. Praesent tincidunt nisi non nibh sollicitudin. Donec non tellus non velit pulvinar eleifend. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac turpis lacus. Nulla cursus vestibulum ante, ut mollis ex tempus placerat. Donec non tellus non velit pulvinar eleifend. Praesent tincidunt nisi non nibh sollicitudin. Donec non tellus non velit pulvinar

Details

LENS TYPE:	1-2 week soft disposable contact lens.
PACKAGE DETAILS:	6 UV blocking, tinted contact lenses in saline solution.
MATERIAL AND % OF CONTENT:	62% polymer (Senofilcon A).
WATER % OF CONTENT:	38%
MANUFACTURER:	Johnson and Johnson Vision Products, Inc., Jacksonville, FL.

Availability: **In Stock**

Web Development and eLearning

Our web development team can handle any platform or language constraints you have. Whether you need front-end, back-end, or full-stack services, we can help you build an awesome interactive web experience. If you need a marketing splash page, or a full e-learning management tool, we can help you get it done.

Medtronic The choice of Continuous Motion

RIGHT NOW, YOU CAN AND SHOULD...

- Talk about the problem of uncomfortable stimulation
- Consultatively sell “the need” for a therapy that automatically adapts as a patient changes position
- Abide by the information provided here
- Talk about the problem of uncomfortable stimulation

Will the device be the same as RestoreSensor that’s being sold outside the U.S.?

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

BUT WHAT IF A DOCTOR SAYS...

1 [2] 3 4 5 6 7 8

INTRO \\\ WHY STIM MATTERS \\\ STIM REPOSITIONING **SOFT SKILLS** EVALUATION

FORWARD

BACK

Medtronic Confidential: Internal Use Only

Medtronic

3D, Website and eLearning Design and Development

About The Company

A global healthcare technology leader — boldly attacking the most challenging health problems facing humanity with innovations that transform lives. The company develops and manufactures healthcare technologies and therapies.

About Their Need

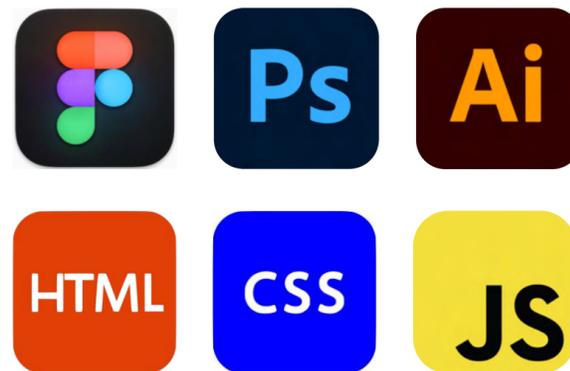
As Medtronic prepared to launch the Restore Sensor spinal cord stimulation in the USA, digital training resources were essential. These resources were to empower healthcare professionals to confidently prescribe and manage therapy while educating physicians on its benefits.

Medtronic

About The Solution

Digital Hue Studios developed a comprehensive e-learning course to train users on the Medtronic RestoreSensor product. This course seamlessly integrates 3D visualization, web technologies, and intuitive design to enhance the learning experience.

Technology Used



Outcome and Results

The e-learning course developed by Digital Hue Studios played a pivotal role in the successful product launch of the Medtronic RestoreSensor in the USA. By combining cutting-edge 3D visualization, accessible web technologies, and an intuitive design, the course effectively educated healthcare professionals and potential users about the innovative features of the RestoreSensor.



// "The RestoreSensor USA launch was a HUGE success. We couldn't have done this without you. Your whole team should celebrate with us, because this was one of the best campaigns Medtronic has ever done! THANK YOU!" //



Kyle Kelly
Principal Product Manager - USA
Medtronic

A detailed 3D anatomical illustration of a human spine, showing the vertebrae and intervertebral discs. The spine is rendered in a light beige color, with yellowish-brown ligaments and nerves. The background is a soft, out-of-focus orange and brown gradient.

IMAGINE...
The Choice of
Continuous
Motion



Contact Us

hello@0101hue.com

www.0101hue.com

[Schedule an intro meeting](#)