FIVE WAYS

Immersive Visualization

improves the design process
Visualization capabilities are rapidly evolving, thanks to innovations in design technology and its widespread adoption. Visualization breakthroughs—like Virtual Reality, Immersive Visualization, Augmented Reality, and Mixed Reality—have become more democratized, and are now readily available to large and small businesses—including architects.

Immersive visualization is an accessible, easy-to-use technology that turns 3D BIM (Building Information Modeling) models into engaging visual architecture experiences that users can explore. These tools help architects to refine and reshape their design process—from initial concept to final design review.

When architects can step into their design to walk through the space, validate changes, and better understand the impact of their decisions, they can improve their design and improve client satisfaction. Put immersive visualization to work for you—take your design process, stakeholder collaboration, and final design to the next level.
Step Inside Your Design

Immersive visualization helps you to explore and understand your design in ways that static renderings and prescribed walkthroughs cannot. When you can navigate a virtual walkthrough of your model without constraint, you can get a more realistic sense of scale and proportion and understand how future occupants will interact with your design.

You’re able to make many quick iterations to your design, and see your changes in context to confidently validate your decisions.
Move from Static to Dynamic

Client expectations are changing. It’s no longer as compelling to present a 3D model or a rendering in a design review. With immersive visualization, you can greatly improve the overall quality of your design presentations by delivering a unique, interactive review experience to project stakeholders.

By providing a dynamic architectural visualization experience, stakeholders can experience and explore your design by choosing their own navigation path, and gain unique perspective from different viewpoints. And if any changes are made to the model, project stakeholders can see those iterative improvements reflected in the visualization.
Makes Virtual a Reality

Take your model from the desktop to a highly realistic virtual reality (VR) walkthrough experience. Both you and your clients can step inside the design to fully understand and explore the model before construction.

Multiple stakeholders can put on VR headsets to view the design at the same time to validate changes. And while not every stakeholder can understand an architectural model, they will certainly understand what they’re seeing in VR.
Puts You in Control

Visualization technologies are accessible to any architect, no matter the skill level. The tools are simple, intuitive, and do not require a lot of training.

With instant access, you can quickly turn your BIM model into an immersive visualization as often as needed. And if you need a highly-polished visualization, easily pass your visualization to a visual design specialist who can enhance and refine the model using advanced tools.
Enhances Group Collaboration

Design review becomes more interactive with immersive visualization. Walk your stakeholders through the entire design—and provide multiple views and different angles to give them a true sense of the space. Identify and address potential problems or find opportunities for improvements early on to avoid costly rework or delayed project schedules.

When all of you—the architect, the engineer, the contractor, the owner—are in sync and have the opportunity to provide critical feedback, you can align expectations and improve client satisfaction.
Experience Your Design

Immersive visualization improves the design process and helps architects design better buildings. Learn how you can incorporate technology that supports immersive visualization workflows into your design process.

Learn how you can take full advantage of immersive visualization and improve your design process with the Best Practices eBook

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