

## iDesk

Dear Friends,

The first issue of inSite received overwhelming response from our readers. Many of you have written to us with positive suggestions and ideas. We will try our best to implement them in the upcoming issues. Our previous issue underlined how the iKix concept was born and its advantages to Architects, Promoters, Project Managers, Interior Designers and the rest of the design community. In this issue, we meet three aces from Architecture, Engineering and Construction industry. You will hear from them how they have benefitted from using iKix 3D Prints. In addition, we have presented some of the latest projects in Chennai.

inSite's goal is to provide a platform to capture the myriad ways companies use iKix to enhance design communication in their daily life. If you are a creator or a user of designs you will find inSite interesting and worthwhile.

Starting this issue, you can also download the electronic version of the newsletter from [www.ikix.in/insite](http://www.ikix.in/insite).

We welcome your suggestions, comments and feedback. Please send them to [insite@ikix.in](mailto:insite@ikix.in).

Happy Reading.

**The Editorial Team**

## iNews - Recent Projects



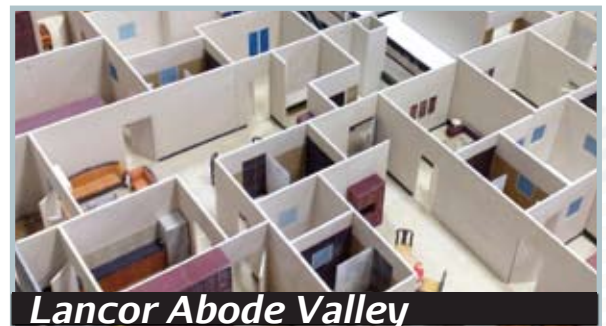
### **TVH Metro Golden Nest**

TVH Metro Golden Nest is one of the popular Residential Developments in The Sriperumbudur neighbourhoods of Chennai. The complex has 944 apartments in 8 blocks, developed over 13 acres. The residential units have single and double bedroom apartments and each apartment is equipped with modern facilities.



### **Sabari Serenity**

Sabari Group, which has interests in hotels, supermarkets and property development, is coming up with a residential project at Siruseri, near Chennai. This housing project consists of 936 apartments, spread over 9 acres. It will have 13 towers, with coffee terrace, gymnasium, multi-purpose hall and much more.



### **Lancor Abode Valley**

'Abode Valley', located at Chennai is a residential project developed by The Lancor Developers. It is situated at Potheri on GST Road, just behind SRM University.

## Puts it in Perspective

A chat with Mr. Ganesh, Chief Technology Officer, AllCAD Services

AllCAD specialises in Building Information Modelling (BIM) Solutions. Their main offering is Clash Detection. It generates clash detection reports to clients and remodels the design based on client feedback. Headquartered in Dubai, AllCAD is at the heart of the real estate opulence of the world.

Mr. Ganesh, CTO, AllCAD says *“Project Monitoring & Control (PMC) or what is commonly known as Construction or Project Management is where we use iKix 3D Prints. They are very relevant to what we do.”*

AllCAD has three important applications of iKix 3D Prints. The first is **visualization**. A client can see the model and understand what he is going to get. *“No surprise waiting till the last hour. What you see is what you get”,* emphasizes Mr. Ganesh.

Secondly, the clients can **dismantle the models** and see the project’s floor-wise break-up. Further, iKix 3D Prints **reduce communication hassles** at the construction site. *“Variation in project costs has been a repetitive problem since the clients’ understanding is not in line with the project plans. This leads to high variation cost, which can*

*be avoided by using iKix 3D Prints. They are perfect not only for PMC, but also for ROI of the entire project.”*

In addition, AllCAD feels that 3D Prints make great sense in marketing. Not only can the model be showcased aesthetically, but also gives the buyer a quick idea of what’s in store. This vastly reduces the time taken for decision making. Mr. Ganesh further adds, *“The model can even be used to create a real-time walk-through using a Micro Camera. With 14 years of experience in architecture, we know exactly what clients are looking for. So, while presenting the project, this can create a great impact.”*



*“iKix 3D Prints are perfect not only for PMC, but for the ROI of the entire project.”*

AllCAD uses 3D Prints in various stages of a project. Initially, during the design stage for presentation and then during construction. When the construction is getting done floor by floor, one can view and make any changes or updates in the design. *“iKix 3D Prints can be used for discussions and issue-solving, which in turn reduces inappropriate communication.”*

Mr. Ganesh concludes, *“As the only provider in India, iKix 3D Prints is the future for clients as well as Architects, Builders and BIM solution providers.”*

## ***Selling Made Easy***

*A one-on-one with Mr. Ramash, President, Sabari Foundations*

### **How did the iKix 3D Model support your marketing initiatives?**

Very often, buyers are not able to understand the model or draft shown to them. In some cases, clients look at the drawing and even appreciate it. But the problem starts when the project is in "handover" stage. They look at the project and realise that they have had a completely different picture in mind. Some projects even go to the extreme of restructuring the building.

***"In reality, the iKix 3D Model helped us reduce the time spent by marketing personnel with each prospective buyer."***

The 3D Print eliminates such confusions and brings in clarity. The model apartment concept is often not enough to show the clients the complete picture - especially the amenities, proximity of buildings, etc. Further, I always feel that the 3D model developed by iKix and our media partner provided an incredible platform for our success in marketing our project.

### **What are the advantages of the iKix 3D Prints over the traditional model?**

iKix 3D Prints surpass all the traditional and conventional methods by detailing every aspect of the project with precision. 30% to 40% of the questions that a prospective buyer would ask were eliminated by using the iKix 3D Prints and it served as our selling point. During our launch, we had an exclusive chamber for displaying the iKix 3D Print. We ensured that the client is cleared of all his doubts before moving to the



next chamber to book the apartment. In reality, the iKix 3D Prints helped us reduce the time spent by marketing personnel with each prospective buyer. This, in turn, made it possible for us to meet maximum number of buyers within short duration.

### **What was your client's response at this new approach?**

As far as I would see, if the client doesn't criticize or comment on something, it is a great success. Profoundly, the 3D model helped our clients to clearly understand the project without much effort seeing is believing.

### **Overall, how is your iKix experience?**

The iKix team had a very professional approach in meeting their deadlines. During our project launch, the press meet and the booking office were in different locations. iKix team walked the extra mile, by transporting, delivering and installing the 3D model in both the locations. iKix managed the logistics all by themselves.



## A World of Difference

*Eskay Designs*, a leading Architect and Interior Design consultant at Chennai, having over three decades of expertise in designing aspects, has been a regular user of iKix 3D Prints. We met **Mr.Thilak Ignatius, Principal Architect**, who shares his views about the key advantages of using iKix 3D Prints over other conventional models.

Mr. Thilak said, *"The immediate factor that influenced us to go for it was that the model was precisely to scale."*



He says *"iKix 3D Prints have four key advantage over other conventional models"*. First and foremost, it is **proportionally accurate**. 3D print is a **great space saver**. Further the **landscape** adds to the impact created by the model. And finally, **good colour reproduction** augments the project.

*"I've sent these models to China and my vendors in China were thrilled with the 3D print."* After all, transportation is so easy, thanks to Building in a Box.

*"iKix did a great job of actually delivering me a 3D print in a day's time! That was very helpful."*

When asked about his opinion about iKix functioning, he simply said, *"Very hard-working. Very responsive. And on-time delivery makes a world of difference everytime."*

## iKix in Education

*"3D printing has proved to be a distinct advantage for students to be able to use technology that is vital for its application and is current in the industry. The developing minds of students, when engaged in transforming ideas and concepts into realistic solutions, would not only keep them up-to-date but also propel their careers through a better understanding of their design."*

*It is commonplace now that what looks good on the computer screen does not always translate to be so good in actuality. 3D Prints keep the students aware of the pitfalls, and at the same time enhance and reinforce students' conceptual skills. This is very valuable from an educational stand point."*

**Prof. N. Altaf Ahmed**

Director, MEASI Academy of Architecture