



ASPECT Studios

Reduces development time by more than 80% with 3DVIA Virtools



Philip Greenwood
Senior Developer
ASPECT Studios

3DVIA Virtools is a great solution with a plethora of well-thought-out features. Its ease of use and real-time testing capabilities make it an ideal platform for our development team.

Challenge

ASPECT Studios needed to meet growing customer demand for real-time interactive 3D environments.

Solution

3DVIA Virtools from Dassault Systèmes enables ASPECT Studios to develop real-time 3D applications for viewing models of cities and infrastructure projects.

Benefits

With 3DVIA Virtools, creating a 3D real-time environment takes just two hours, instead of two days. Easier development allows the studio to focus on creating the right set of features for its clients, freeing developers to innovate and develop prototypes.

For our clients, visualizing designs and communicating in 3D is now vital for major projects. The ability to maintain a single model which can also be used for community consultation is a unique selling point.

Jesse Sago | Studio Director | ASPECT Studios



Visualizing designs and concepts using interactive media

ASPECT Studios is a design firm specializing in landscape architecture, urban design and digital media. With offices in Melbourne, Sydney and Shanghai, it offers a range of design services for urban planners, developers and architects to visualize designs and concepts. The firm provides high-resolution animations, renders and visualizations according to client needs.

Increasing demand for 3D interactivity

In the past, ASPECT Studios used Virtual Reality Modeling Language (VRML) for 3D real-time development work. However, a fast growing trend is the use of interactive media coupled with increasing client demands prompted the company to consider a better solution. It needed a tool capable of meeting client requirements such as the importation of Geographical Information System (GIS) data and real-time shadowing. "We wanted to provide real-time 3D environments to designers, strategic planners and developers in a cost-effective and efficient manner," said Jesse Sago, Studio Director of ASPECT Studios.

3DVIA Virtools - "good value for money"

The studio began searching for a much more profitable solution that is easy to program using visual scripting, simple to deploy, and is Windows compatible. After assessing three options, it selected 3DVIA Virtools for its "good value for money and many advantages compared to VRML and what others could offer then," said Philip Greenwood, Senior Developer of ASPECT Studios.

Development work soon began on the 3DVIA Virtools platform, resulting in the creation of the ASPECT Studios 3D Viewer. With this new interactive platform, clients can view designs of cities and infrastructure projects in a virtual reality model. Urban planners, landscape architects, local government, and developers can then fully appreciate the benefits and implications of their concepts in a user-friendly environment.

Easier development frees developers to innovate

"3DVIA Virtools made it easier to develop interactivity and real-time 3D applications," said Greenwood. "One of the issues we had with VRML was that we were programming menu and user interfaces for every project. This piece-meal approach was time-consuming and unproductive. 3DVIA Virtools let us develop our own application and design a standard menu structure for all our clients, allowing us to focus on developing additional features that resulted in an increased ability to meet our client's needs," he added. Additional features include the ability to import GIS data, a

measurement tool, and real-time shadowing, which lets users see how shadows are cast at different times of the day and year.

"With 3DVIA Virtools, creating a 3D real-time environment takes just two hours, instead of two days," said Greenwood.

Time saved from development work has allowed the studio's developers to be more productive in other areas, such as in innovating and developing prototypes, and creating high quality content and environments.

Visual scripting enables more to develop prototypes

Another benefit of the 3DVIA Virtools platform is the visual scripting feature. Instead of having to learn new programming languages, more staff could learn the basics to develop prototypes or proof-of-concepts. Where in the past, only two people could work on VRML, five developers can now use the new platform. "The visual process also enabled us to quickly identify issues, improving time to resolve bugs and provide updated solutions to our clients," said Greenwood.

Becoming a leader in real-time 3D

3DVIA Virtools has enabled ASPECT Studios to consolidate its experience in virtual reality into a sellable product – the ASPECT Studios 3D Viewer. Being able to sell its combined knowledge in cost-effective software sets the company apart from its competitors. ASPECT Studios has established a presence in the real-time 3D market – in line with its vision to become a market leader in Australia.

"For our clients, visualizing designs and communicating in 3D is now vital for major projects," said Sago. "The ability to maintain a single model which can also be used for community consultation is a unique selling point. Our solution also provides a single software package that assists our clients to view 3D models, import GIS data, and conduct overshadowing and visual impact analysis."

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