ENSCAPE™

THE ENSCAPE DESIGN STORY

Communicating with Real-Time Visualization

Hello and Welcome!

Thank you for taking the time to read the Enscape Design Story.
In the following pages, you'll get to know who we are, what we do, and how we do it.

You'll find out what real-time visualization is and why it's great for communicating your design ideas, enhancing your design process, and envisioning better designs.

Enjoy!

ENSCAPE™

Enscape develops **real-time visualization software** for architects, engineers, and construction (AEC) professionals. Our real-time rendering and virtual reality tool is compatible with Revit, SketchUp, Archicad, Rhino, and Vectorworks. It integrates design and visualization workflows into one and gives designers **the easiest and fastest way to turn building models into immersive 3D experiences**.

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WHO WE ARE

WE ARE INDUSTRY-DRIVEN

We want to identify and solve our customers' biggest problems.

We closely monitor industry trends and work alongside our customers to ensure we provide real-time solutions that help our users design, iterate, and communicate their vision.

We recognize that firms within the AEC industry have different needs, and understanding this drives and informs our software development.

WE ARE MISSION-CRITICAL

We empower design communication to all stakeholders.

Design is a process of collaboration. Communicating a complete understanding of design requires an interface that is universally comprehensible, regardless of your training or expertise.

Real time, easy-to-use, and quality of output are the key features of Enscape that make us an essential part of the design workflow for firms of all sizes.

WHAT IS REAL-TIME VISUALIZATION?

A complete understanding of design is **more than a pretty picture**.

Real-time visualization allows all parties to **see and understand the design** and engage in the decision-making processes. While Enscape can be used to generate a rendering with great visual quality from a BIM or CAD model, it also facilitates collaboration via real-time visualization.

DECISION MAKING WITH REAL-TIME VISUALIZATION

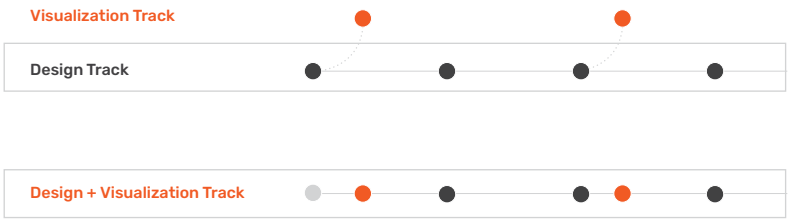
Visualization is at the core of any decision on an architectural project, enabling users to contextualize, create, analyze, visualize, communicate, and share the information that feeds into every design decision.

The key is to have the ability to do all of this **in real time** and enable the appropriate design information to be accessible and comprehendible to all those required when making decisions.

INTEGRATING VISUALIZATION INTO THE DESIGN WORKFLOW

If separate platforms are used to generate design and visualization information, collaboration is limited, critical information can be lost, and inefficiencies within the design workflow occur.

When you **integrate real-time visualization into the design workflow**, you immediately benefit from **a far more efficient and enjoyable way to design**.



ENSCAPE IN PRACTICE

How Enscape enables a complete understanding during:

01 Proposal and competitions
02 Pre-design
03 Schematic design
04 Design development
05 Construction documents
06 Construction administration
07 Post-construction

So, what does this look like in practice? How does Enscape provide **a complete understanding of design** at each stage of a project? See yourself ...

PROPOSALS AND COMPETITIONS

The challenge

Designers must excite the imagination of clients to win work.

The Enscape solution

A seamless integration with major CAD and BIM tools means engaging designs can be rapidly created, reviewed, and presented.

Winning work via proposals and competitions requires generating designs through largely self-funded efforts. This means that time and resources are limited, but **engaging potential clients with compelling** images is essential.

Enscape makes it incredibly **easy to create compelling visuals** by integrating with rapid design tools such as SketchUp and Rhino and BIM modeling software such as Revit, Archicad, and Vectorworks.

PRE-DESIGN

The challenge

Project requirements and site are defined with basic massing, form, and orientation tested.

The Enscape solution

The simplified renderings created in Enscape enable visualization of both the project context and designs that have a minimum level of detail.

In pre-design, it is all about **quickly exploring ideas** and experimenting with massing, form, and orientation.

Enscape's **simplified rendering option** makes it easy to visually communicate data without information that may pose as a distraction. **Professional visual quality** enables images to be used both internally and externally without needing to spend time refining the look and feel of each render.

SCHEMATIC DESIGN

The challenge

Design needs to move from early generative tools to CAD tools.

The Enscape solution

Enscape's compatibility with CAD tools means the transition from early phase design tools to BIM can all be done under the same license.

As a project transitions out of pre-design, the rate and scope of exploration begins to slow down, and the basic parameters of the project take shape. Along with this shift is a move to modeling platforms appropriate for documentation, collaboration, and analysis, i.e., BIM.

Enscape makes this transition easy, **integrating into both rapid design software like Rhino and BIM platforms like Revit** and providing renderings in real time for the entire design team.

SCHEMATIC DESIGN

The challenge

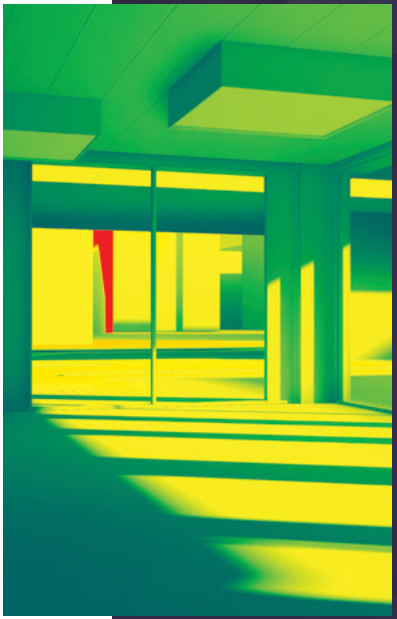
Basic forms of analysis need to be rapidly performed without moving into a new modeling environment.

The Enscape solution

Enscape's visualization allows for rapid visual assessment of viewsheds, shading, and radiation exposure.

Visualization can be an incredibly **effective way of answering key questions** that can make or break a design and are very hard to change late in the process. Daylight exposure and views are key questions that can quickly be answered with a visualization that doesn't require any expertise to interpret.

Hand in hand with daylight and views is the exposure to solar radiation which can be analyzed in Enscape using the same view and interface, providing a lens for analysis that is both logical and intuitive.



DESIGN DEVELOPMENT

The challenge

Important design decisions need to be made, but the options are not easily communicated from within a BIM model.

The Enscape solution

Enscape enables rapid A/B review of design options with realism in color, texture, and scale. This provides complete context for decision making.

As the project moves to design development, the project's team will solidify design decisions relative to materials and assemblies, which typically requires comparing multiple options.

Enscape enables fast A/B comparisons without switching views or interface and can present them through panoramas, VR environments, static renderings, or real-time rendering via the modeling tool.

DESIGN DEVELOPMENT

The challenge

The BIM model needs to be quality assured, but understanding errors through the BIM interface is challenging.

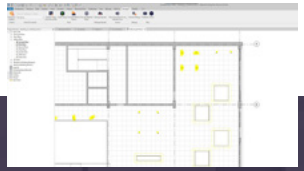
The Enscape solution

The Enscape view makes modeling errors visually obvious, allowing them to be quickly identified and easily fixed.

Not all errors are readily evident from within the BIM interface.
As shown in this plan drawing, everything looks as it should.

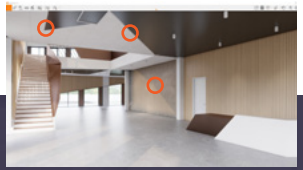
Even when viewing the BIM model as a 3D space, no quality issues are evident, which means they may well find their way into the construction documents, where there can be serious time and cost implications.

However, **the quality issues are obvious within the Enscape interface**. In this case, a misalignment of the ceiling floor above can easily be seen and addressed.

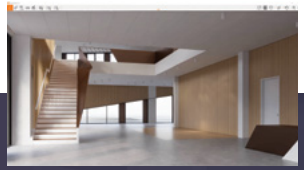


Project in the BIM interface

Project in the BIM interface



Errors becoming visible in Enscape



Project errors are fixed, checked in Enscape

CONSTRUCTION DOCUMENTS

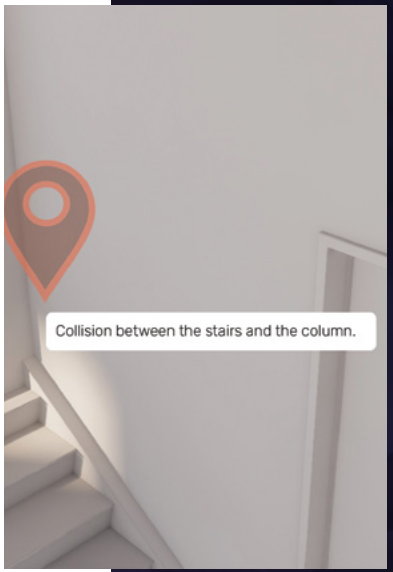
The challenge

Understanding cross-discipline coordination issues can be difficult within a BIM interface.

The Enscape solution

Enscape provides a visually legible interface for all members of the design teams to collaboratively identify and fix issues with the project BIM model.

Enscape provides **visual confirmation of problems** that can be viewed, discussed, and resolved by all members of the design team. The real-time render also makes such errors obvious.



CONSTRUCTION ADMINISTRATION

The challenge

Last-minute changes proposed by the contractor, as well as public feedback, require client review and approval.

The Enscape solution

Enscape can communicate the changes for client review and rapid approval.

There will always be **last-minute changes to the design**. Given the fast-paced schedule of construction, Enscape can be used to provide **rapid visualizations of changes** so they can be quickly approved without holding up the construction schedule.

CONSTRUCTION ADMINISTRATION

The challenge

The public will be curious about what is happening behind the construction fence.

The Enscape solution

A QR code can be created and shared for public viewing of the project design.

During construction, contractors and the public rarely get to see what a building will look like once it is complete.

By printing an **Enscape QR code** on drawing sheets and in publicly accessible locations on a construction site, **everyone can see and understand** how everything should look once complete. You can try it for yourself with the QR code on the left.

POST-CONSTRUCTION

The challenge

The building's owner needs a way to virtually stage the space for lease or sale.

The Enscape solution

Enscape is used to create compelling staging images that can be used throughout the sales process.

When construction is underway or complete, owners need a way to stage their building, either for planning the eventual occupancy or to create **compelling images for potential buyers** and renters.

With Enscape, a complete room with finishes, furniture, and equipment can be visualized. This can be **an excellent way to engage possible buyers** and renters, enabling them to see the full potential of a space.

ENSCAPE PARTNERSHIP

The challenge

Adapting to a new tool can be daunting and difficult.

The Enscape solution

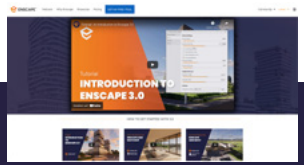
There is support at every step. Our Customer Service team offer expert advice through live demos, video tutorials, a Knowledge Base, and a Forum filled with community tips and insight.

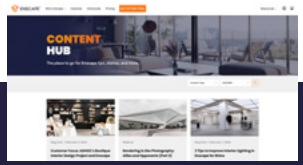
The challenge

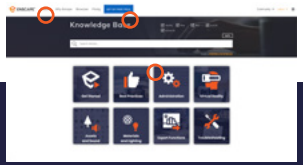
The uncertainty surrounding the longevity of using a new product and attaching yourself to a new brand.

The Enscape solution

A partnership with Enscape is guaranteed to be lasting. Enscape is a serious player in the market. Our product is compatible with major CAD and BIM solutions, and we are constantly working to ensure it supports the latest versions.







For more information on how you can communicate with real-time visualization,

sign up for our free 14-day trial at www.enscape3d.com