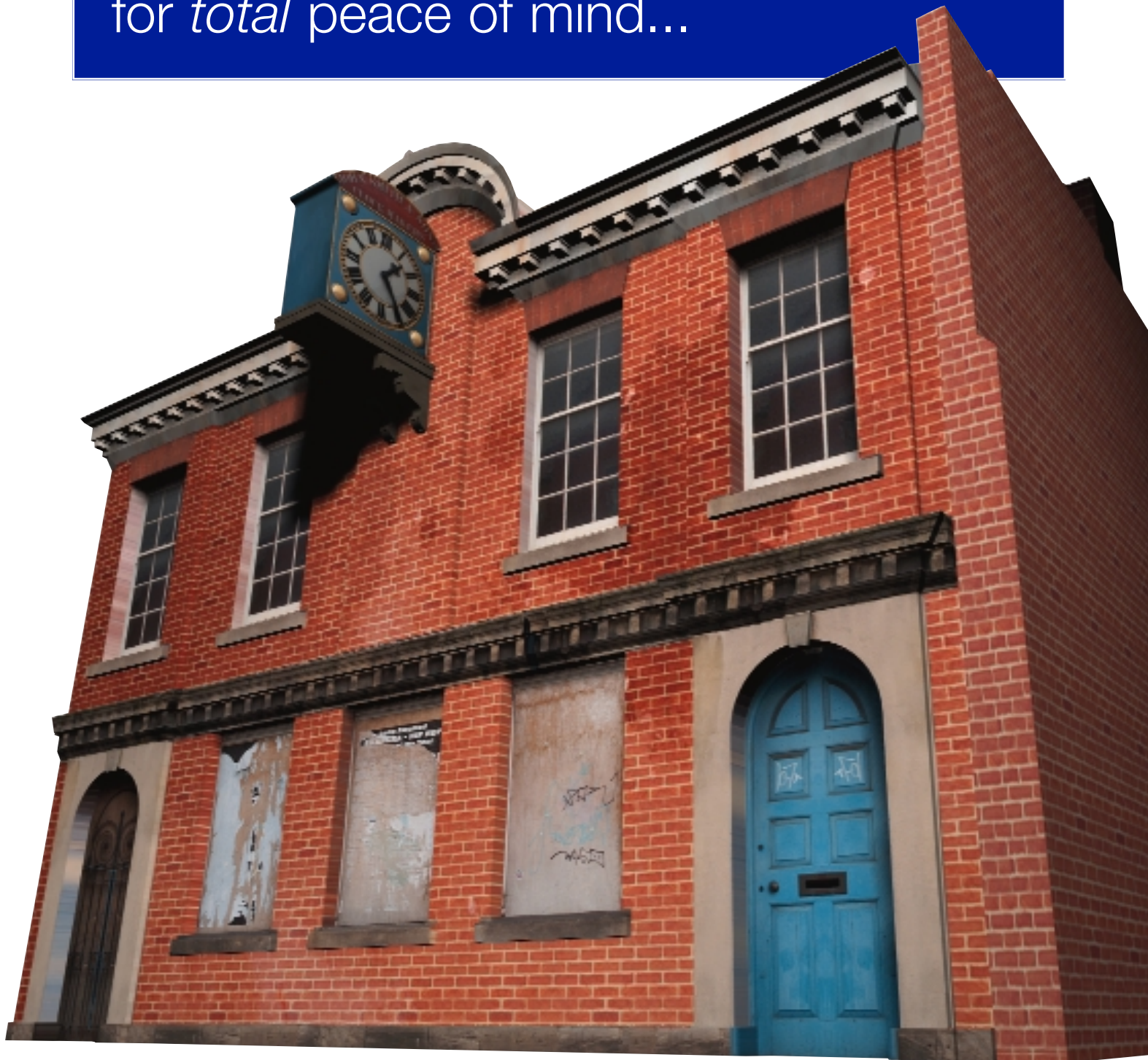


3D Architectural Modelling

...complete measurement solutions for total peace of mind...



Plowman Craven

3D Architectural Modelling

Just ask the people at Apple, or any other major brand – in today's world, presentation is everything. In business, many people have a vision, but few manage to put them across to others in a way that galvanises people to turn them from dreams into reality. Arguably, nowhere is this more manifest than in designing and erecting buildings and structures.

Architecture is both a visual art and science. However, just as we see in colour and not merely black and white, so our view of the world around us is quite different from the flat images presented by 2D plans and drawings. That's where 3D modelling comes in to enhance the picture.



In the architectural field, 3D modelling is an invaluable aid in ensuring that the execution mirrors the concept. It is equally useful in making effective presentations to all the stakeholders of the project, including the financiers, planning authorities and potential tenants.

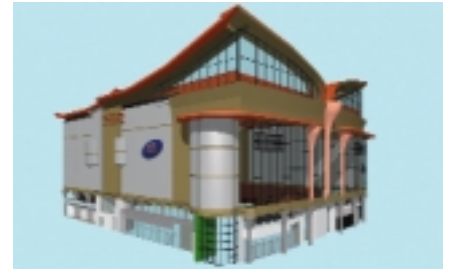
Besides aiding the planning and erection of the building itself, 3D modelling is a powerful tool in landscaping, assessing environmental impact of the new structure and planning its fit into the existing urban environment.

Providing complete measured solutions for total peace of mind, Hertfordshire-based Plowman Craven is a leading geomatics company with a peerless service combining over 40 years of solid experience with the latest high-tech equipment and a highly trained and motivated staff with a **“can do” attitude.**

“3D modelling really does add an extra dimension to everything,” says Plowman Craven 3D team leader Duncan Lees.

“We offer a wide range of services that can be tailored precisely to individual client needs,” adds Duncan.

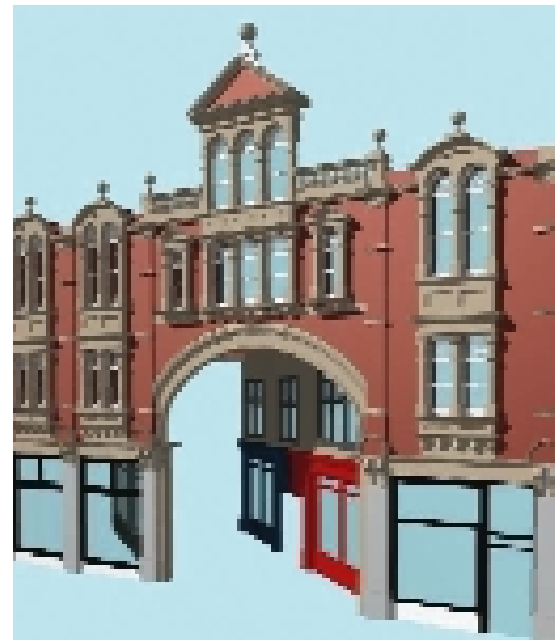
To undertake the 3D modelling of existing environments Plowman Craven 3D use a sophisticated, integrated data capture approach including technology such as a terrestrial LIDAR laser scanners, digital photogrammetric cameras, high-grade GPS receivers and total station theodolites. Aerial photogrammetric surveys to capture large-scale urban landscapes and DTMs (Digital Terrain

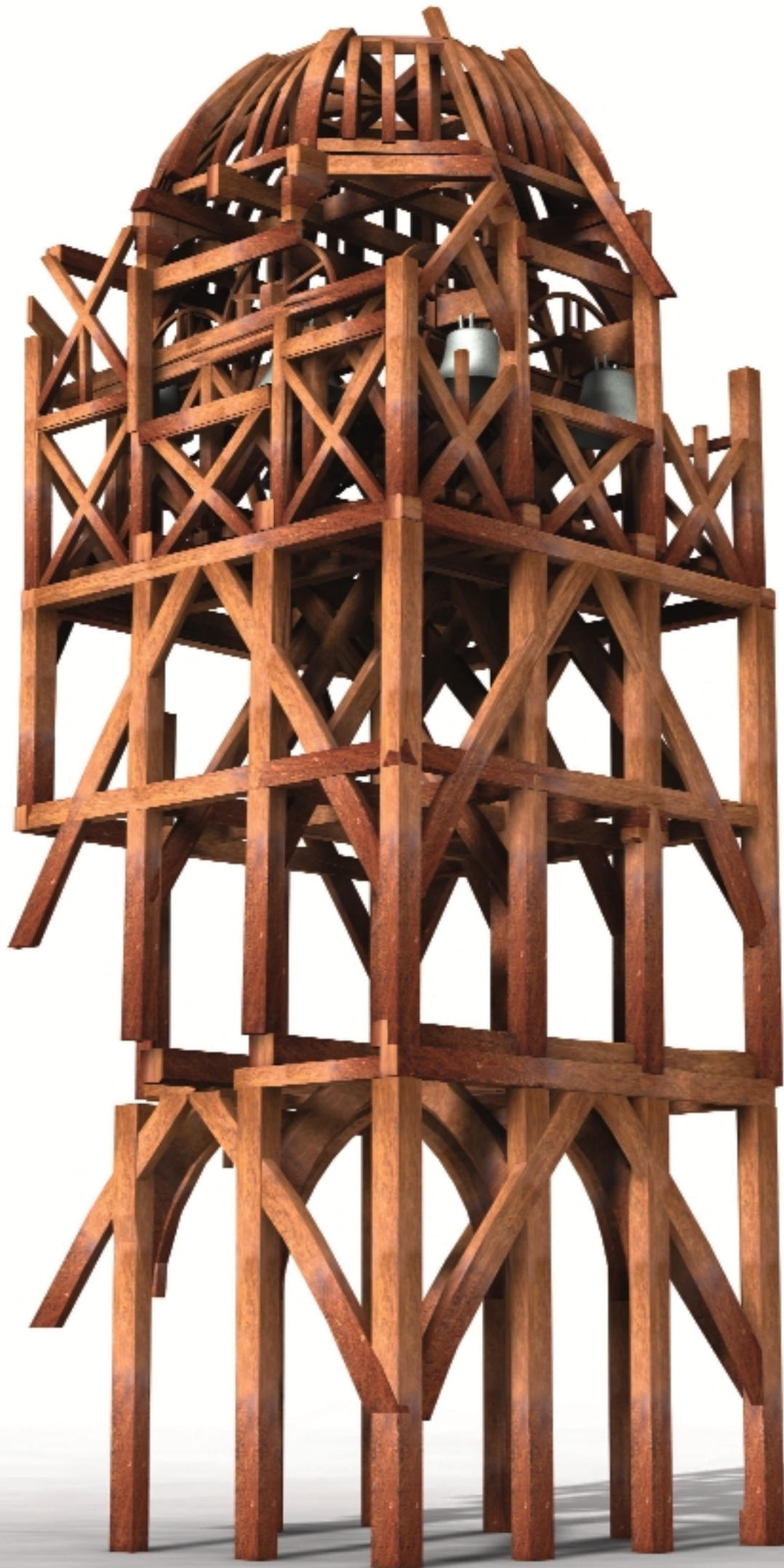


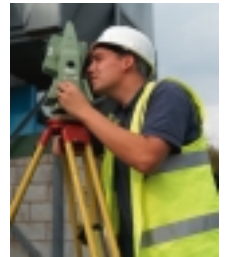
Models) are also all part of Plowman Craven 3D's sophisticated armoury. The existing environment can then be accurately composited with the architect's new designs and the results presented as fully textured 3D models, in any software format required, both as photorealistic still images and fully animated movies.

Over the years, Plowman Craven has worked on many of the nation's largest construction projects. It has carried out measured surveys of more than 100 London Underground stations, roads, bridges and utility infrastructures, major crime and accident sites and, with the advent of 3D, has worked on major movie and TV projects. Having invested enormously in both state of the art equipment and the highly skilled people to operate it, the company is probably the **only team in the business** that is currently able to **offer a full data capture and presentation service** to the architecture industry. You can be sure that it not only looks right, but is an accurate measured representation too.

And there's a valuable bonus when using Plowman Craven 3D's services. The company's extensive experience of the construction industry means it is adept at providing the **“one-stop-shop”** skills that **keep costs down – a benefit that is passed on to the client.** Time and cost implications are always discussed with clients in depth to optimise value for money without compromising performance. **Accuracy, speed and efficiency are the company's bywords.**







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