



X-Reality Workflow

Real-time Architecture Co-design Workflow

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Agenda:

1. IMB
2. Project Overview
3. Industry Research, Problems and Insights
4. My Solution, Video Demo
5. Future Developments



What IMB means to me

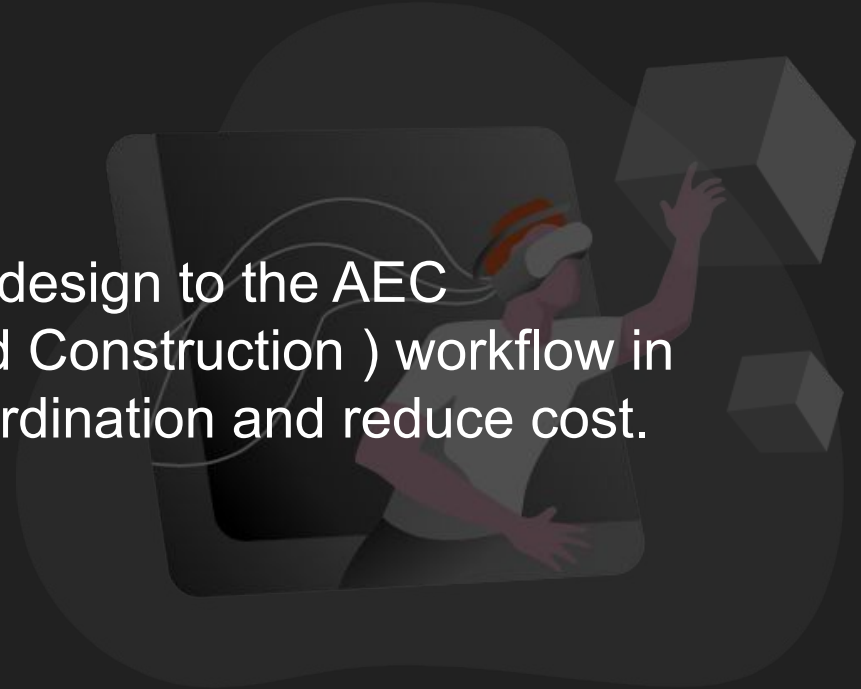
Add value by **DESIGNING** interactive media solutions



My Project:

Adds real-time immersive co-design to the AEC (Architecture Engineering and Construction) workflow in China, to improve project coordination and reduce cost.

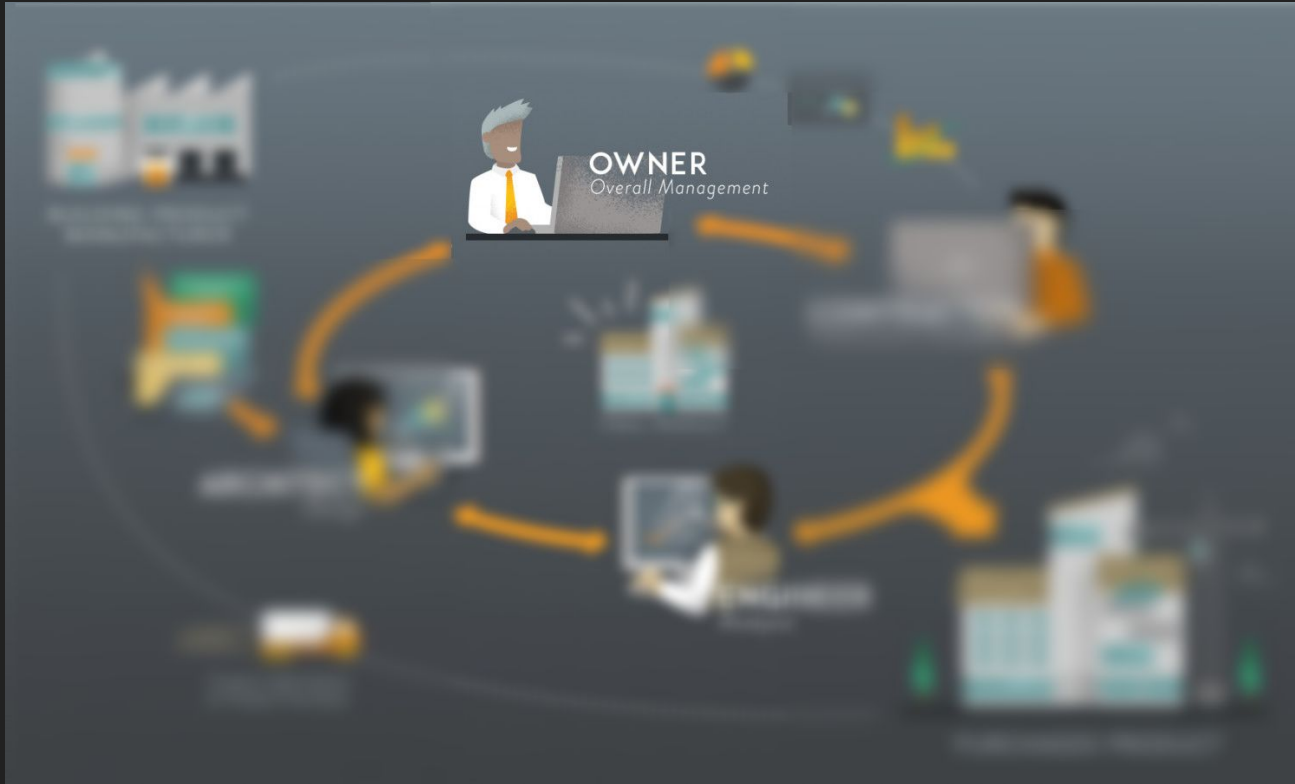
Outcome :
It's in use !

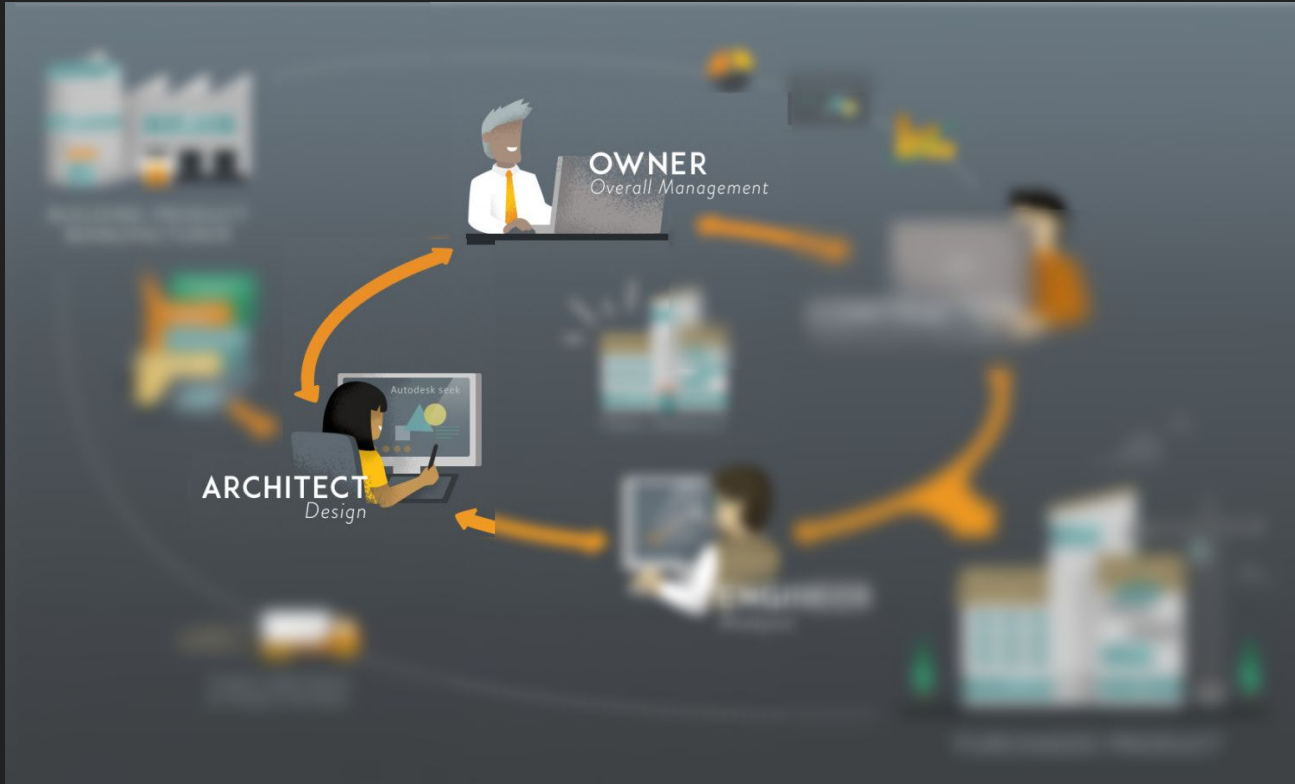


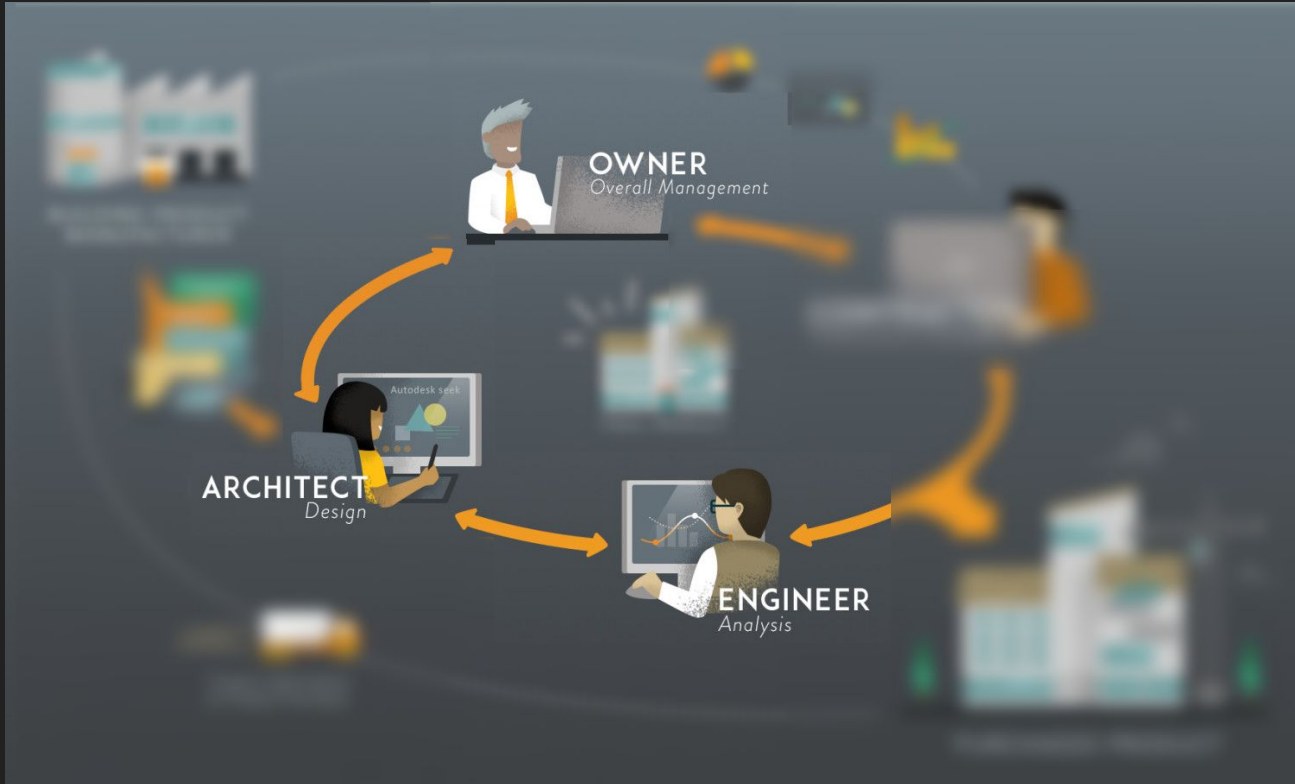
Chinese AEC Workflow:

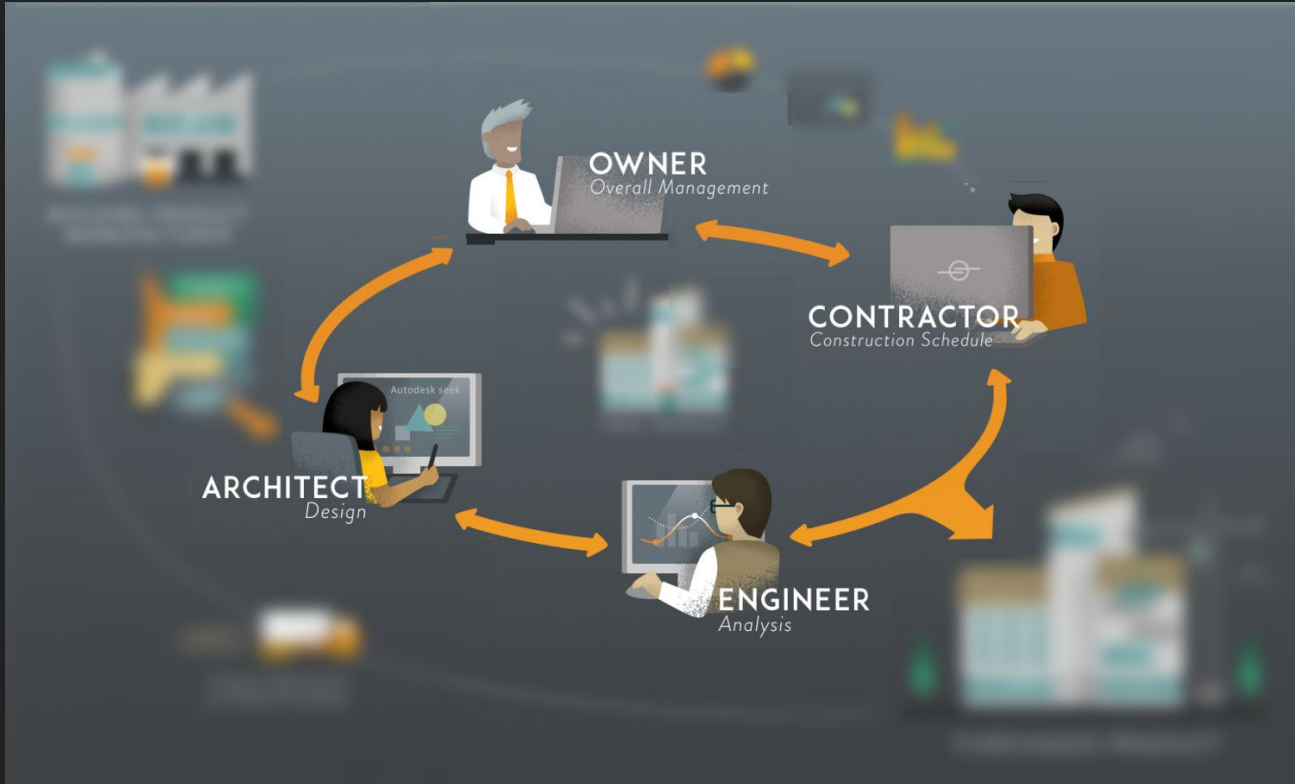
Unlike other major industries, building construction has not yet seen major productivity improvement from technological disruption in the last decade.



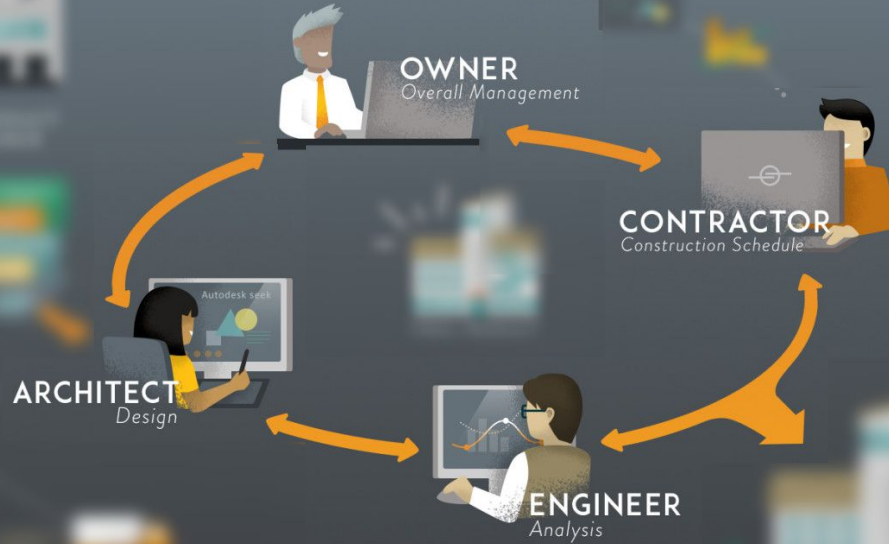




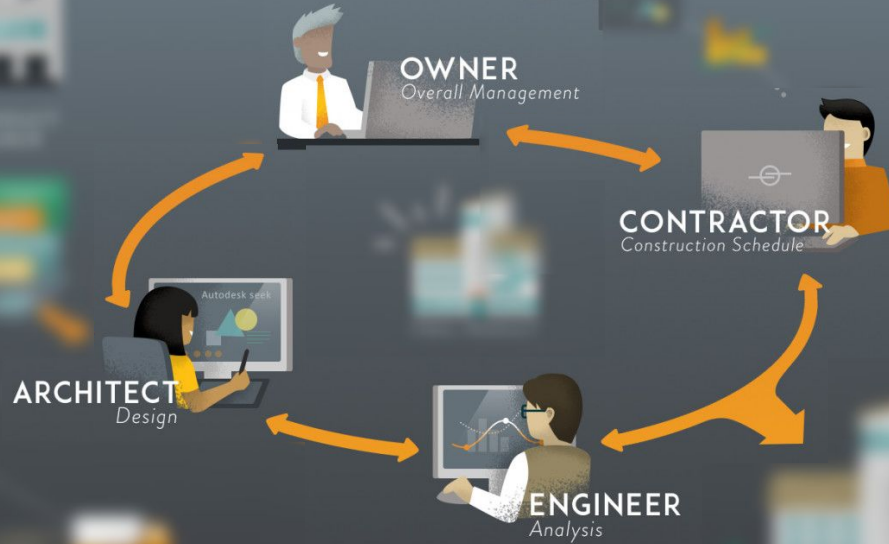




Multiple Design Revision

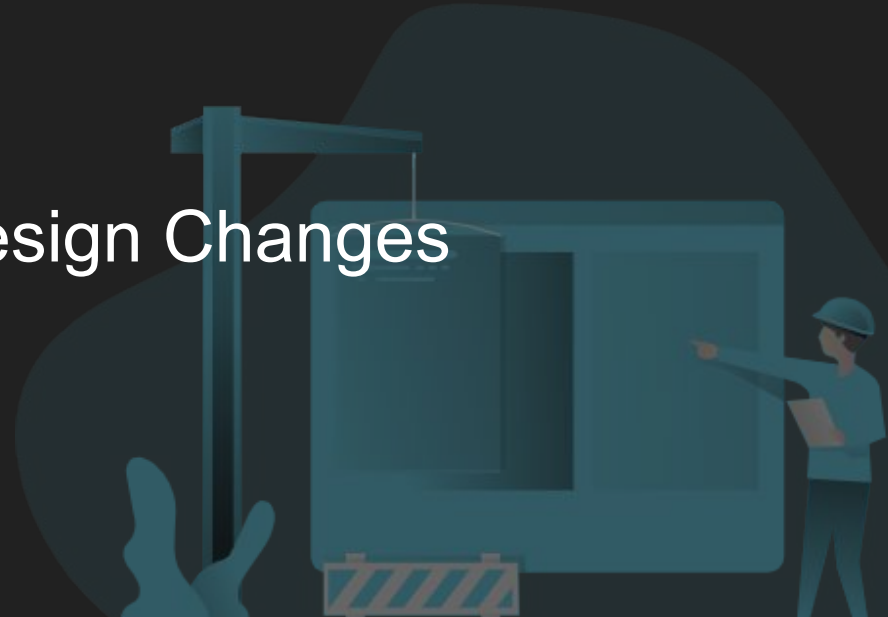


COST = Multiple Design Revision

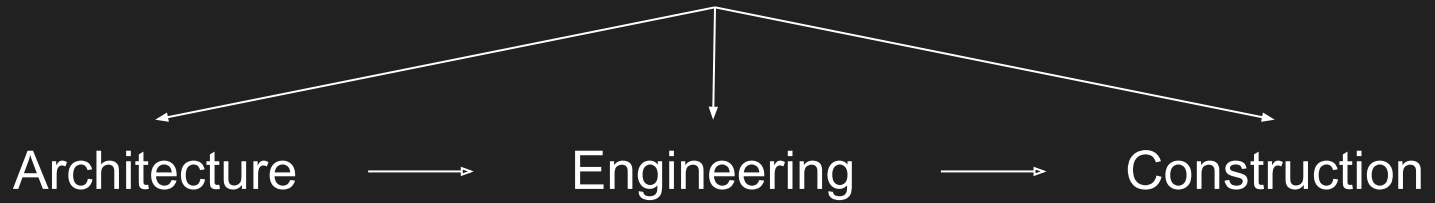


Key-Insight

Eliminate Late Design Changes



BIM (Building Information Modeling)

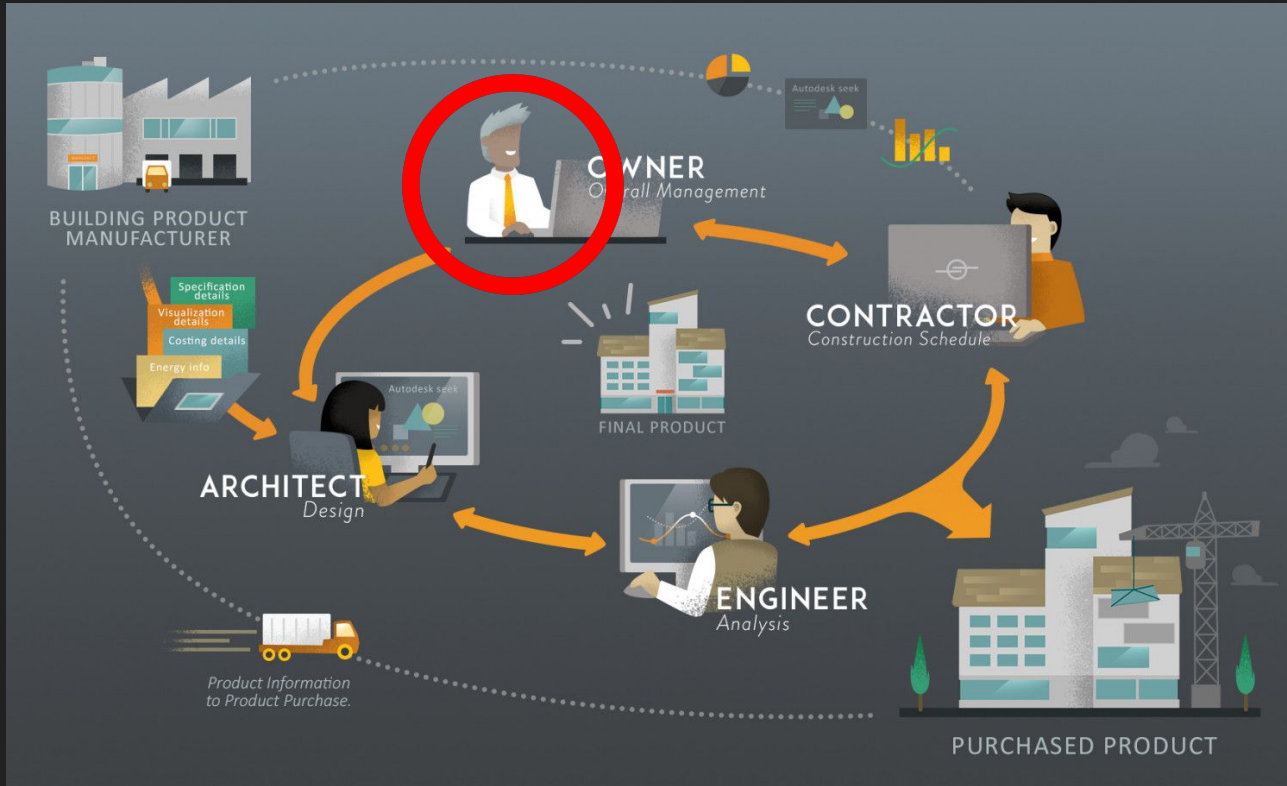


One file, One software

REVIT

Finalize Design Early

~~Eliminate~~ Late Design Changes



What if...

the client can be present in the space before anything is built?

What if...

An illustration of a person wearing a VR headset, interacting with a 3D architectural model. The person is shown in profile, wearing a white VR headset with orange accents. They are reaching out with their right hand towards a large, grey, 3D rectangular block. Several white lines emanate from the headset, suggesting a virtual environment. The background is dark, and the overall scene is framed by a large, semi-transparent grey circle.

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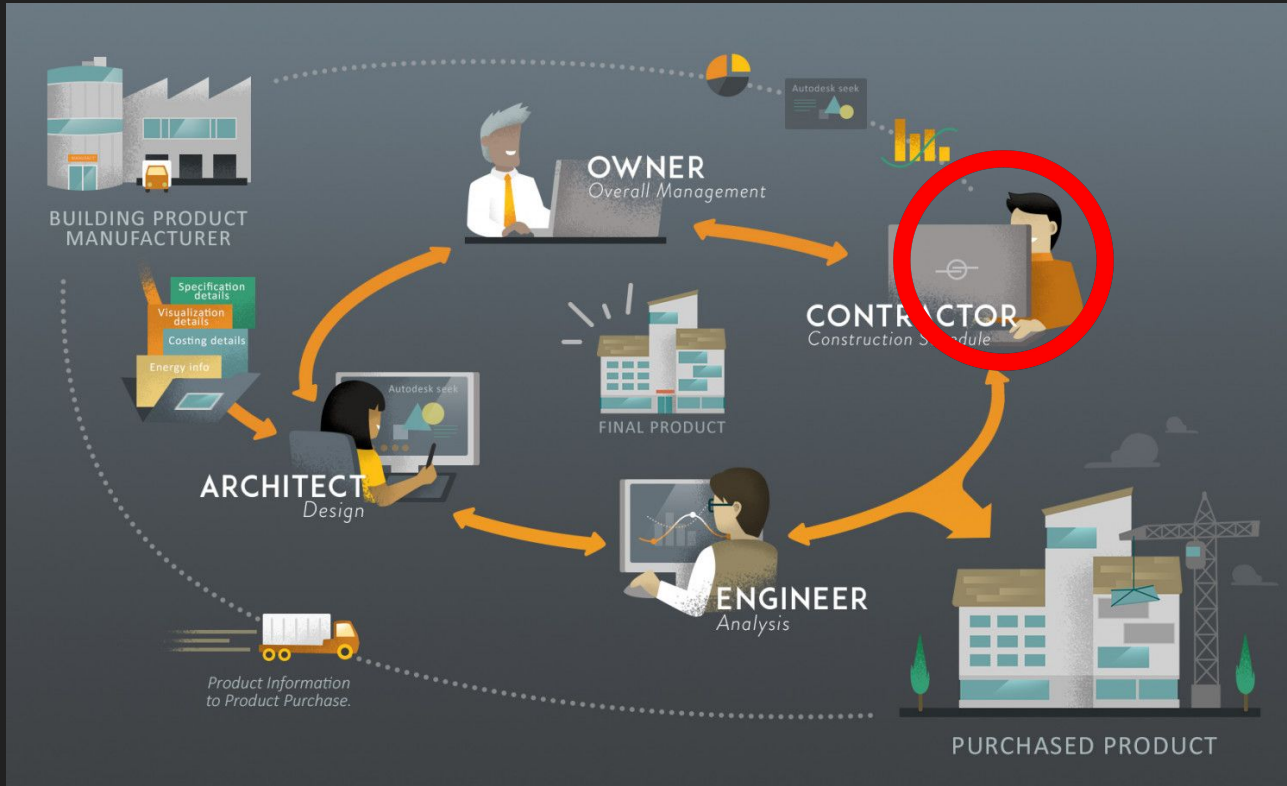
How it works



Architect

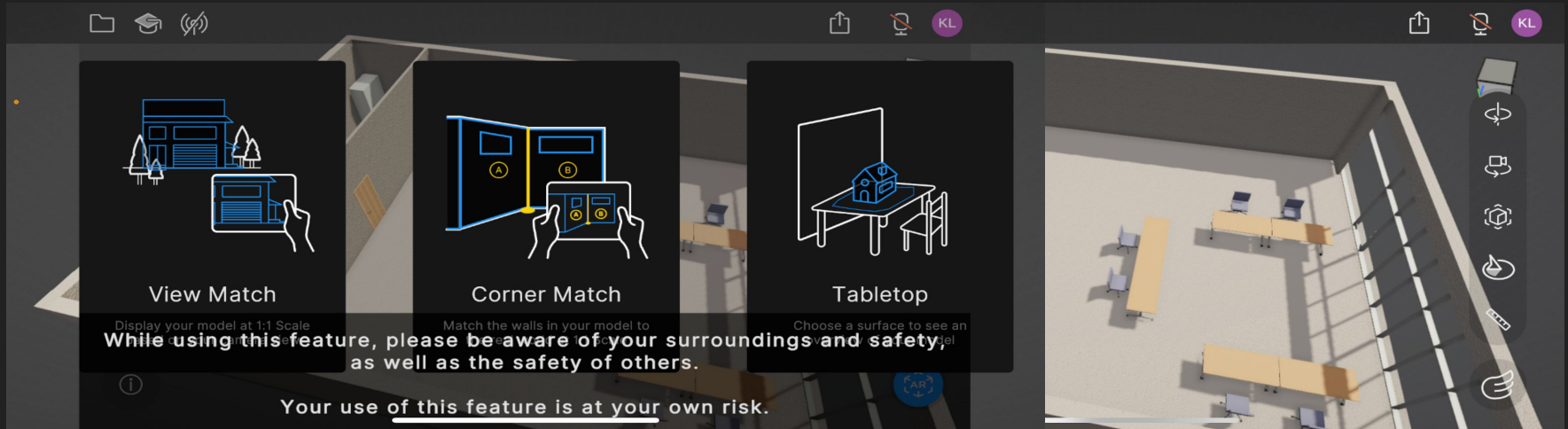
Engineer





Mobile Terminal

AR Phone app for gathering onsite feedback.



IMB

PROJECT OVERVIEW

INDUSTRY INSIGHT

SOLUTION

FUTURE DEVELOPMENT

Live Demo