

# PREVISION COMPANY

*3D Rendering and Visualization Specialists*



919.342.6865

[www.preVisioncompany.com](http://www.preVisioncompany.com)



## SUMMARY OF SERVICES

### Our Mission, *(since 2004)*

To help people understand the true physical nature of a project, before it exists. By providing a varied set of opportunities to the client from concept to market, we strive to effectively communicate new ideas at every phase of product development.

### How does our preVisualization service benefit your operation?

If you are proposing new work, we provide clear and convincing images that effectively describe your project. This eliminates speculation while focusing the discussion. Our 3D renderings have repeatedly saved our clients long and expensive delays with submission processes.

For design development, you can verify your design choices in advance of installation with custom finishes made to specification and sized appropriately. Our clients know their end product will be better because they have had the opportunity to refine their selections while saving expensive change orders in the field.

For marketing a project, you can save again by using your completed preVisualization materials for your marketing campaign. Our 3D renderings have been used for a wide range of applications, from web sites and four-color print jobs, to job-site signs, and billboards.

### Product Applications

- Rezoning, special-use, and conditional-use permit illustrations
- Design development and review
- Advanced marketing of products
- Job-site signs
- Litigation presentations
- Grant proposals and fund-raising

### Client Backgrounds

- Real estate developers
- Urban planners
- Advertising and marketing agencies
- Interior designers
- Architects
- Landscape architects
- Builders
- Product designers
- Realtors
- Consulting engineers
- Universities

### Product Offerings

- **CAD accurate architectural renderings of exterior perspectives & interior designs.**
  - Models can be made from CAD formats (including Revit), .PDF, or hand-drawn files.
  - Rendering quality is photo-real, and can be rendered to virtually to any size.
  - Thousands of images available in plant material, image cel, and 3D prop libraries.
  - Color-calibrated workflow.
- **360° Flash virtual tours of 3D model products. An alternative to animation.**
  - Flash has a 95% installed base in web browsers worldwide.
  - 360-degree tours are more interactive than self-running movies.
  - Image quality is superior since 360-degree tours render more efficiently.
  - Virtual tours are smaller movie files and load faster into web browsers.
  - Flash 360-degree tours can be placed into on-line .PDF publications.
- **Animation**
  - Add motion to your 3D models to fully demonstrate the design.
  - Editing services available.
  - Walk-throughs.
  - Fly-overs.
  - Fly-bys.
- **3D Product Tours**
  - Allow users to interact with a 3D model using tailorable control bars to TURN, MOVE, ZOOM, and MEASURE 3D objects.
  - High quality presentation of products for marketing, training, catalogs, and presentations.
  - Usable by virtually anyone using a web browser to view the content.
  - Can also be used in on-line PDF files.
- **Design development: lighting and finish treatment studies.**
  - Finish information is created directly from manufacturer's specifications.
  - Finishes are carefully sized to each surface.
  - All physical properties of finishes are addressed for reliable image quality.
  - Light handling controls can replicate a fixture's photometric data.
- **Photo composites of sites and proposed improvements.**
  - Advanced photo editing techniques.
  - Layered, alpha-channel rendering output for composited scenes.
- **2D illustrations of sites and floor plans.**
  - Linear information can be derived from CAD or hand-drawn plans.
  - Vector-based illustrations can be sized without pixilation.
- **3D representations of logos and trademarks and other commercial products.**
  - All of the above are employed for realistic views of your product or logo.

## ABOUT THE PRINCIPAL



**Tom Macie**, former professor of theatre design and production at UNC Wilmington, 1986-2004, began researching digital art in 1994.

Using grant funding to explore the possibility of making digital renderings of stage designs from computer-drafted plans, he tested various combinations of drawing, painting, CAD, and 3D modeling

software products.

It quickly became apparent that it could be possible to combine all of these tools to make a photo-real picture of a stage design. At the time many of these software products were not designed to interact with one another. Photorealism was just emerging in 3D software development.

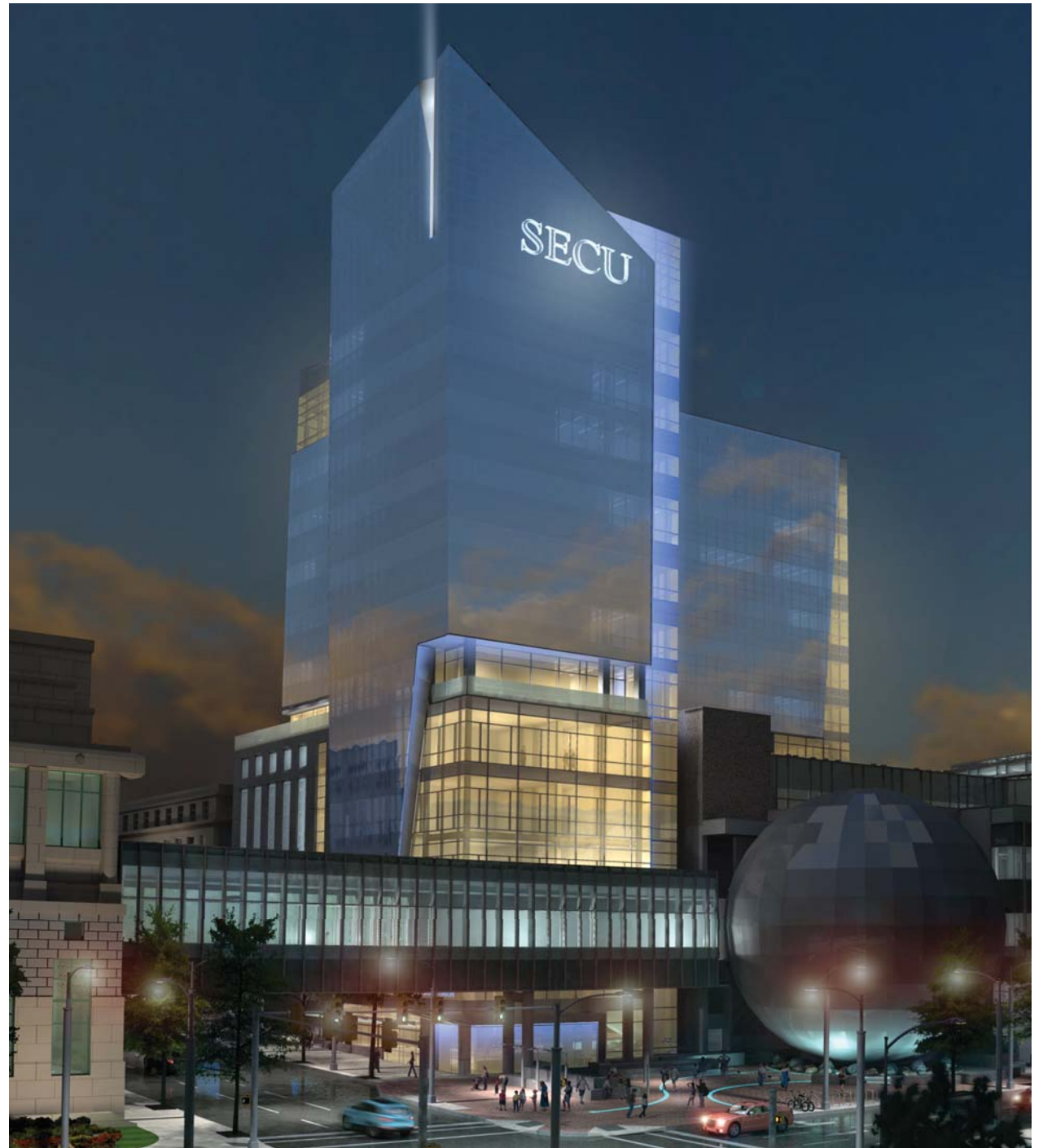
An additional challenge was that many theatre designs were composed of abstract shapes. Therefore, using software designed to make models conform to contemporary architectural forms would ultimately prove unsuccessful.

The criteria for the selection of the software combination needed for this purpose is currently used in the preVision Company's process. This diverse set of tools is able to create a wide variety of shapes, exacting control of textures, a dynamic range of lighting control, and the ability to produce high-resolution images of any size.

After several years of experimentation with a variety of techniques and software combinations, Mr. Macie abandoned his hand drafting and watercolor perspectives in favor of 3D computer models. He used these models to show theatre producers and directors an exact representation of his designs during the development process. One of the many advantages over hand-drawn sketches was that the models could be easily updated during the design process, allowing the production staff to efficiently explore variations of the design.

Mr. Macie made several presentations of his process at state, regional, and national theatre conferences. He eventually used it to design scenery and multimedia productions with professional opera and theatre companies, who saw this as an accurate and cost-effective method of designing productions.

Today preVision Company uses these diverse tools and skills for commercial applications with the same mission, helping people understand the true physical nature of a project, before it exists.



(North Carolina) State Employees' Credit Union, Raleigh, NC, O'Brien/Atkins Architects, Research Triangle Park, NC



Nature Resource Center, North Carolina Department of Natural Resources, Raleigh, NC, O'Brien/Atkins Architects, Research Triangle Park, NC

# INTERIOR DESIGN RENDERINGS

3D models of interior scenes are highly detailed representations of a room created from a range of visual and dimensional information. This includes careful attention to blending the physical qualities of lighting and finishes to provide a reliable representation of your choices.



Health Sciences II, Wake Technical Community College, Raleigh, NC, BBH Design, Research Triangle Park, NC



Pediatric Intensive Care Unit, WakeMed Children's Hospital Fundraising Visualizations, WakeMed Foundation, Raleigh, NC



Tanyard Parrish, Interior Renderings, Plantation Corporation, Hood-Herring Architects, Wilmington, NC



Riptide Reds Snack Bar, Riptide Aquatics Center, Wilmington, NC, Mark Andrew Saulnier, Architect, PLLC



Women's Locker Room, Riptide Aquatics Center, Wilmington, NC, Mark Andrew Saulnier, Architect, PLLC



Multifamily Condominium Kitchen, Devaun Park, Calabash, NC

# EXTERIOR PERSPECTIVES

3D computer model renderings add another dimension to your plans by precisely calculating how light interacts with shapes and surfaces. We take your design and carefully prepare a 3D wireframe of your product (or import your 3D files), apply accurate finish information, and show it in the best light possible. Compared to hand-drawn renderings, computer renderings are more versatile and can be updated throughout the production process.



Health Sciences II, Wake Technical Community College, Raleigh, NC, BBH Design, Research Triangle Park, NC



Finch Library Addition, Peace College, Raleigh, NC, Alphacollier Architects, Raleigh, NC



Main Entrance, Riptide Aquatics Center, Wilmington, NC, Mark Andrew Saulnier, Architect, PLLC



Wake Technical Community College Parking Structure, Raleigh, NC, BBH-Design, Research Triangle Park, NC



Biogen Idoc 26, Research Triangle Park, NC, O'Brien/Atkins Architects, Research Triangle Park, NC



Exploration Park #1, Cape Kennedy, Concept Rendering, O'Brien/Atkins Architects, Research Triangle Park, NC

# AMENITIES AND SITE FEATURES

The 3D renderings in this gallery served multiple functions. They were used during design development, for rezoning and permit requests, and for marketing purposes.



Riptide Aquatics Center, Wilmington, NC, Mark Andrew Saulnier, Architect, PLLC



Princeton Manor Traffic Circle, Knightdale, NC



Exploration Park Entry Feature, Cape Kennedy, O'Brien/Atkins Architects, Research Triangle Park, NC



Son Rio Clubhouse, Calabash, NC, Landart Company Designers, Myrtle Beach, SC

# PHOTO COMPOSITES

Photo composites blend 3D models of planned improvements with photographs of existing sites. We methodically separate foreground and background objects of a photo, align the 3D model to the photo, render the model, and combine these elements.



*Photo Composite View, (North Carolina) State Employee's Credit Union, Raleigh, NC, O'Brien/Atkins Architects, Research Triangle Park, NC*

# ALTERNATE LIGHTING STUDIES

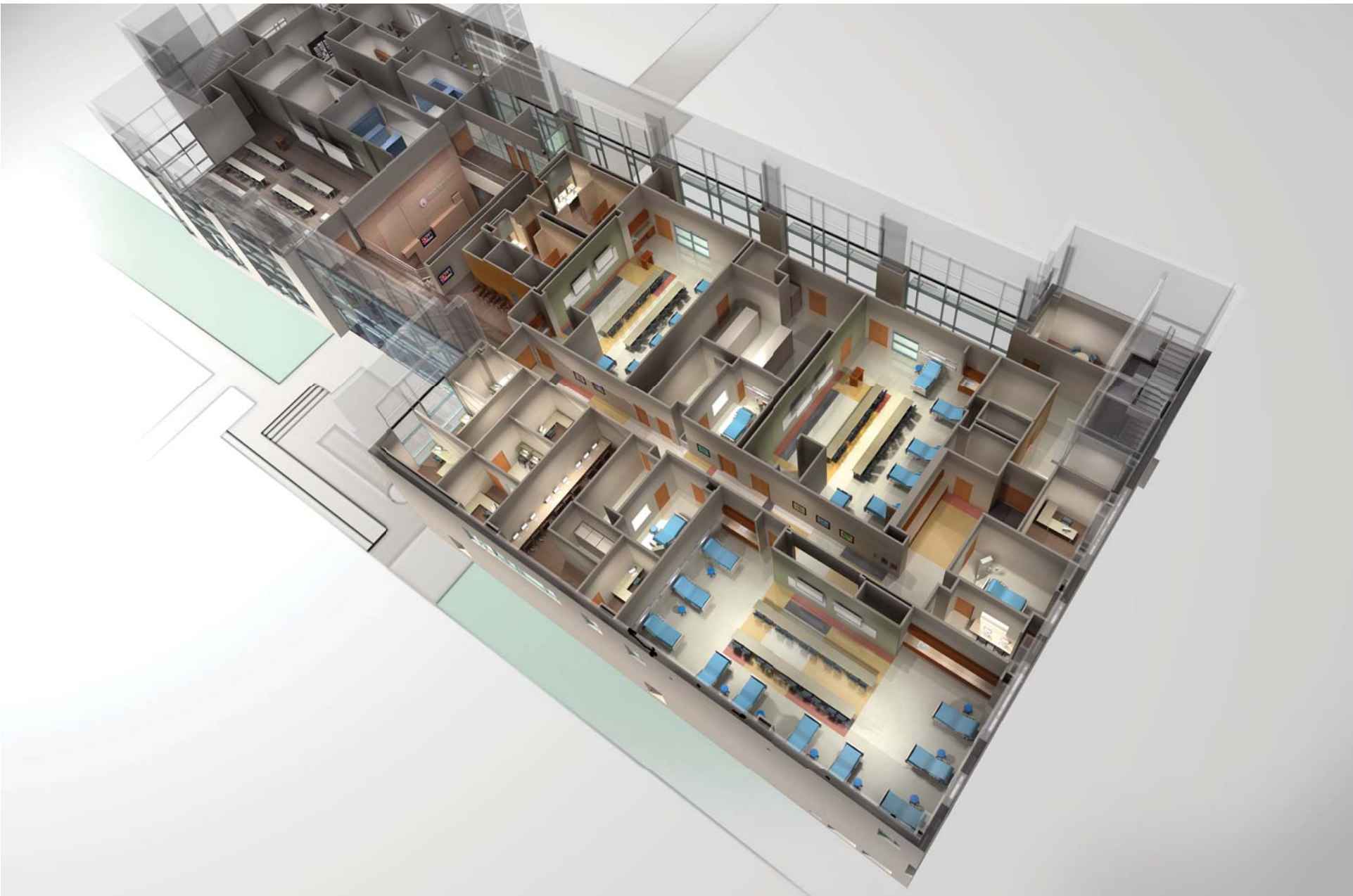
Add a dramatic and appealing view of your product by efficiently reusing your 3D model in a different light. Changes to "scene rig", or the control of light and atmosphere in your scene, are an effective way to dynamically present your design.



*Lighting Study, (North Carolina) State Employee's Credit Union, Raleigh, NC, O'Brien/Atkins Architects, Research Triangle Park, NC*

# Roof-Off Views

Get added value from your model files by simply showing off your design with the roof-off. This is an excellent example of getting the most for your money – completed interior models can be shown from virtually any point of view.



North Carolina Central University, School of Nursing, BBH Design, Research Triangle Park, NC

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Health Sciences II, Wake Technical Community College, Raleigh, NC, BBH Design, Research Triangle Park, NC



Zona Lofts Condominiums, Asheville, NC, Innovative Design Architects, Raleigh, NC