

# Five reasons immersive visualization

is critical to designing  
better buildings



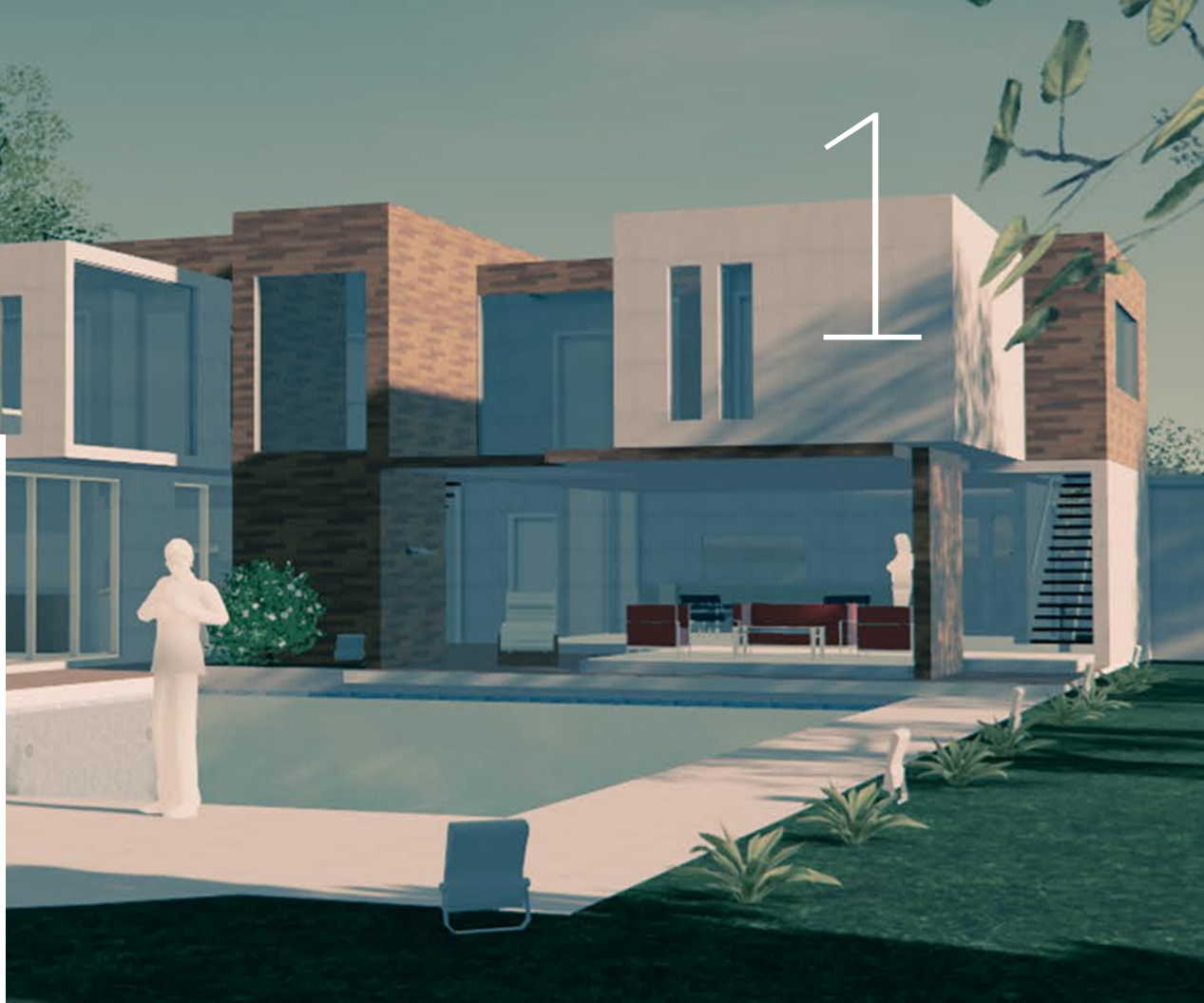
Visualization capabilities are rapidly evolving, thanks to innovations in design technology and its widespread adoption. Visualization breakthroughs—like immersive visualization, virtual reality (VR), augmented reality (AR), and mixed reality (MR)—have become more democratized, and are now readily available to large and small businesses—including architecture firms.

Immersive visualization is an accessible, easy-to-use technology that turns 3D BIM (Building Information Modeling) models into engaging spatial experiences of design that participants can explore. These tools help architects to refine and reshape their design—from initial concept to final design review.

When architects can step into their design to walk through the space, validate changes, and understand the impact of their decisions, they can improve their design and improve client satisfaction by delivering a higher quality final product.

## Experience your design

Immersive visualization helps you to explore and understand your design in ways that static renderings and pre-rendered walkthroughs cannot. When you can freely navigate a virtual walkthrough of your model without constraint, you can get a more realistic sense of scale and proportion and understand how future occupants will interact with your design.



## 2

## Get instant access, on your schedule

Visualization technologies are accessible to any architect, no matter the skill level. The tools are simple, intuitive, and do not require a lot of training.

With instant access, you can quickly turn your BIM model into an immersive visualization as often as needed, without requiring the help of a visual design specialist. No more waiting, and no more tapping into your budget for visualization specialist fees for everyday VR.

And if you need a highly-polished visualization, easily pass your visualization to a specialist who can enhance and refine the model using more advanced tools.



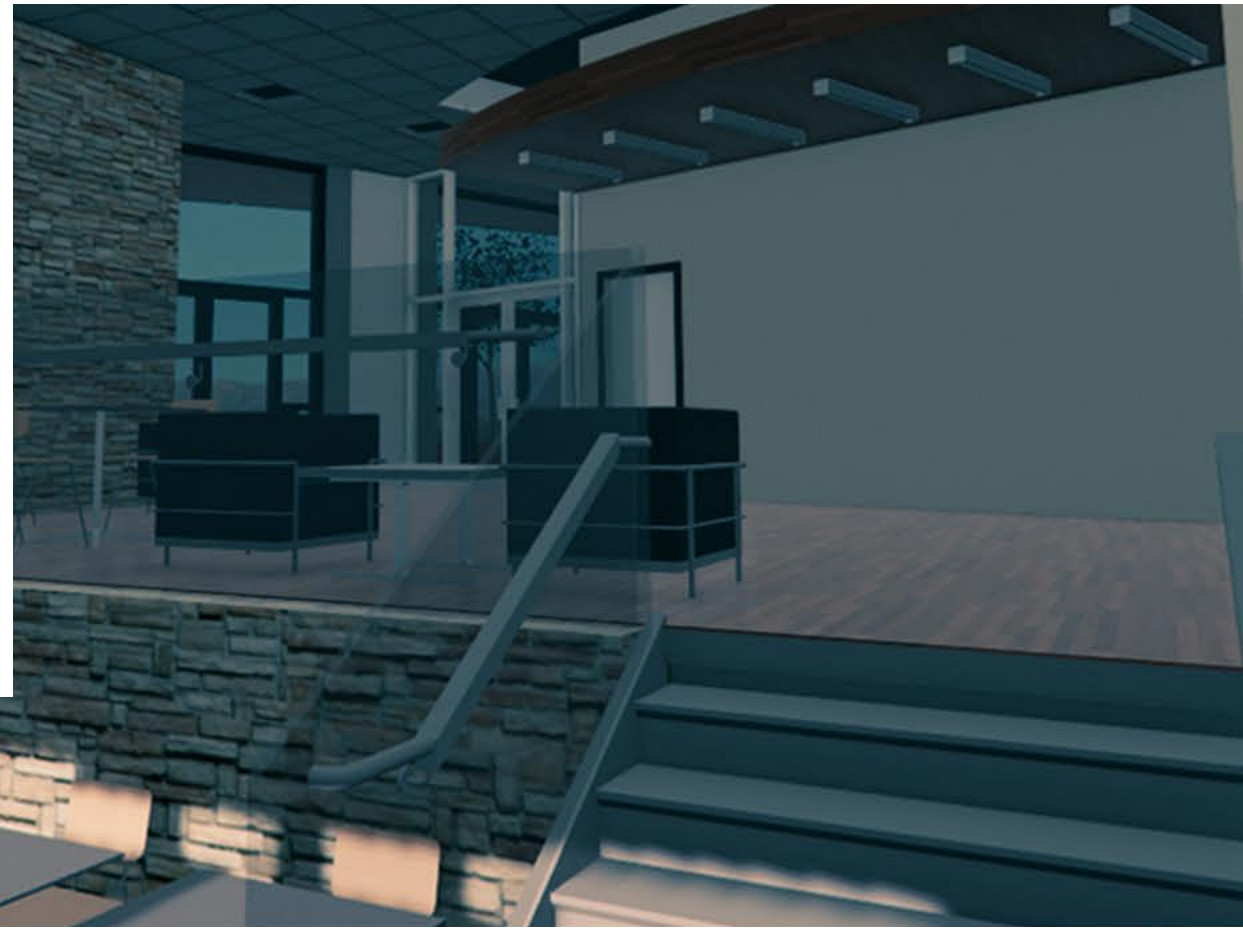
## Make more effective decisions faster

Gain a better understanding of the impacts of your design decisions, and problem solve and make quick iterations faster.

Understand how the position and height of the windows will affect natural light within the space, or easily adjust the position of the staircase to improve accessibility. You can experience your changes in context and at full scale to confidently validate your decisions, before moving to construction.

You'll find yourself making better decisions that lead to better outcomes in less time, enabling you to increase productivity and client satisfaction by confidently arriving at the right design decisions.

## 3



## 4

## Engage your clients early

Design review becomes more interactive and more intuitive with immersive visualization.

Walk your project stakeholders through the entire design—and provide multiple views to give them a true sense of the space in the initial stages of design. Identify and address potential problems or find opportunities for improvements early on to avoid costly changes, rework, or delayed project schedules.

When all of you—the architect, the engineer, the contractor, the owner—are in sync and have the opportunity to provide critical feedback at the beginning of the design process, you can align expectations before you move into construction.



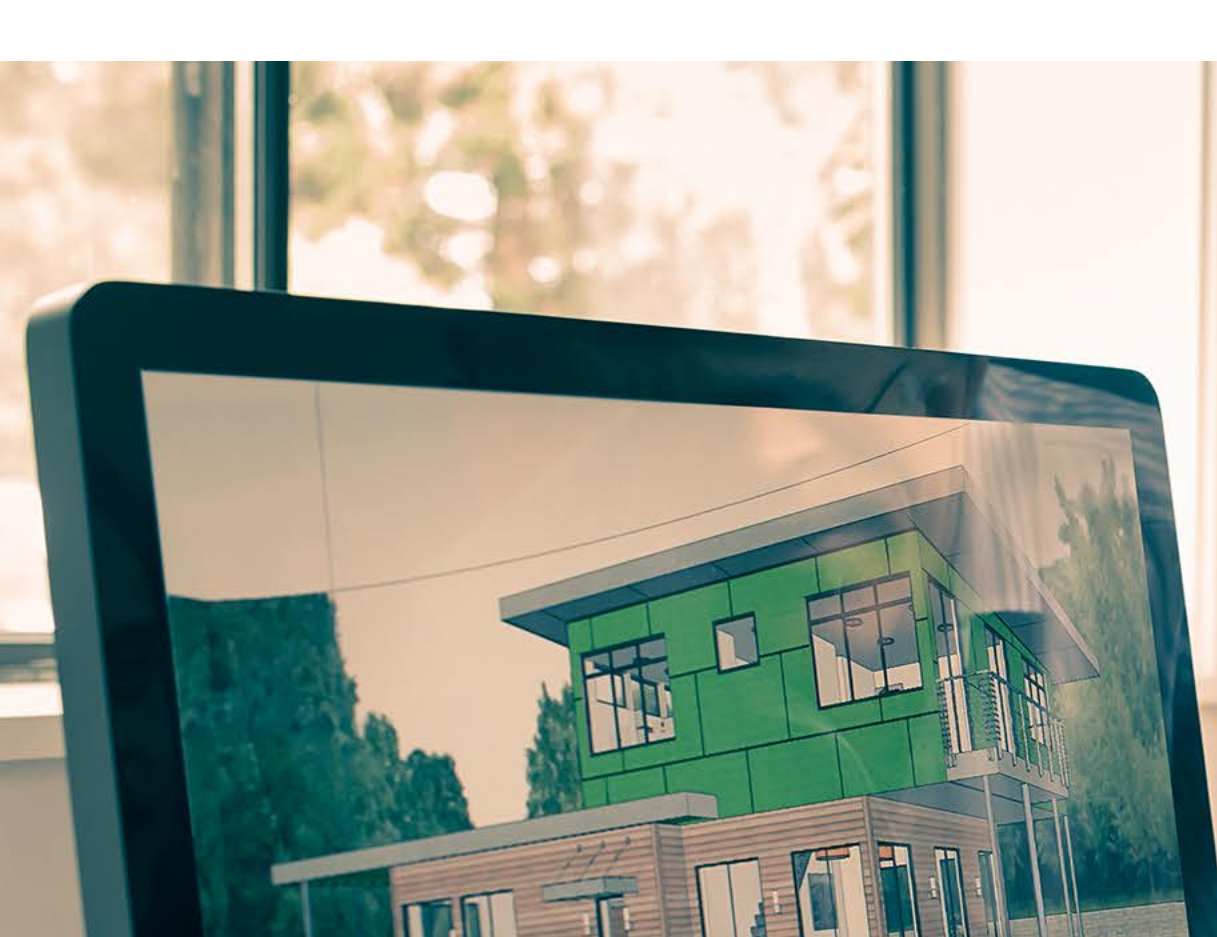
## Win more work

Client expectations are changing. It's no longer as compelling to present a 3D model or a 2D rendering in a design review.

Impress your clients by offering a specialized service with immersive visualization. Surpass their expectations, and wow them by taking your model from the desktop to a highly realistic VR experience.

While not every stakeholder can understand a scaled-down model, they can certainly understand what they experience in VR at full scale, and will be able to provide valuable feedback that you can incorporate into the final design – helping you to secure their confidence and their next project.

## 5



## Design with confidence

Immersive visualization improves the design process and helps architects design better buildings. Learn how you can incorporate technology that supports immersive visualization workflows into your design process.

Learn about the 5 essential benefits of a BIM to immersive visualization workflow with our eBook:

[AUTODESK.COM/IMMERSIVE-5-ESSENTIAL-BENEFITS](https://www.autodesk.com/immersive-5-essential-benefits)

