

COMPANY

VMW Group

LOCATION

Singapore

SOFTWARE

AUTODESK® 3DS MAX®**AUTODESK® REVIT®****AUTODESK® STINGRAY****AUTODESK® RECAP™**

VMW GROUP: FROM VISION TO REALITY

Evolving beyond architectural visualization

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— **Terence Bong**
Executive Director
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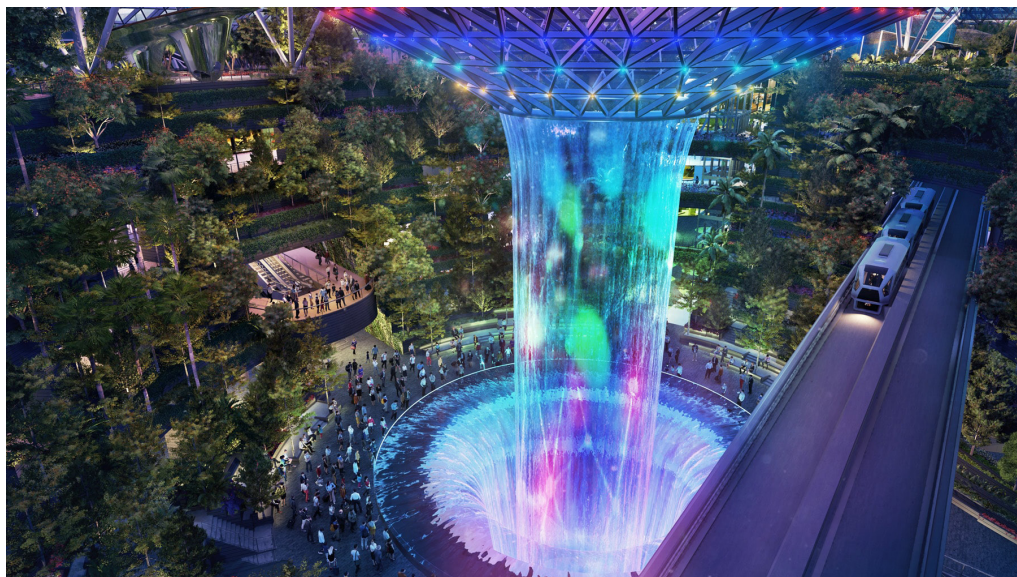


Image courtesy of VMW Group

VMW Group, is a collective of four creative entities – Visualmediaworks (VMW), Attic Films, Obilia and Blanct. Started by Lee Hon Kit in 2000, VMW Group offers its clients customized one-stop real estate marketing solutions. "From an expert in architectural visualizations, we have evolved into a creative communications agency. We approach content and media with different objectives, depending on the target audience. Unlike a typical architectural visualization company, we provide a marketing advantage to our clients by helping them fill in the gaps," says Terence Bong, Executive Director at VMW Group.

Terence notes the strong history that VMW Group shares with Autodesk. "Certain Autodesk tools are vital to VMW Group's decision-making and creation process. Autodesk has been our go-to partner for the longest time. As we've evolved, we can also see how Autodesk has evolved with regards to the know-how and technology. There's been a kind of a parallel that we recognize in terms of coming up with successful solutions, challenging oneself to stay relevant, and embracing the right partners."

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Terence illustrates the interoperability of Autodesk tools with VMW Group's Jewel Changi Airport project. "It's a complex project consisting of a massive organic structure full of landscapes, and the world's tallest indoor waterfall. We received a huge amount of BIM information on the architecture and structure from the Revit file shared by the architect. This was great because it meant we didn't have to construct from scratch. We could bring the relevant information into Max, set up cameras to understand the spatial quality and, with a fresh eye, look at what might be great from a marketing angle. We then added CG avatars of people and other animatics using Max and Maya to refine the model."

Autodesk 3ds Max is close to Terence's heart. He shares, "Max has always been our base. I've been using Max since my schooldays and, just like us, it's evolved a lot. It's been 20 years since I first started using Max, the software is still as relevant now as it was then and works very well with other software. Max is good at optimization and keeping the polygon count low, and enables porting over to a game engine or AR/VR [Augmented Reality/Virtual Reality]. The integrated camera system is very realistic and accurate in terms of the CG [Computer Graphics] matching, and makes things very convenient as it allows us to render straight to 360 VR." VMW Group used this feature for Highline Residences in

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Singapore. Using 3ds Max as a platform, the company created the first fully immersive VR show-suite in Singapore and a 360 video integrating the CG building in the heritage area of Tiong Bahru, where the development would be built.

Terence also talks about Stingray – the in-house game engine by Autodesk – of which VMW Group is an early adopter. “We like Stingray because it allows for easy portability of traditionally rendered perspectives and animation. This makes it easy for us to update old marketing materials quickly for our clients, without having to go through the whole design process again, and provide an interactive VR experience on the desktop. This real-time rendering with good quality lighting and texture facilitates quick decision-making and saves time. What's more, by sharing a desktop using Zoom or Skype video, we can make Stingray interact across different geographies.”

VMW Group is a great advocate of using AR & VR technology in real estate marketing, and Terence believes that photogrammetry and point cloud data can give access to much richer content and applications in AR or VR. “We've begun exploring ReCap. It makes digital content much more manageable and saves us so much time. Using handheld devices with a true depth

camera, we scan little artifacts to deploy their digital versions. The results are quick and accurate without discrepancy. Moreover, since the output is optimized, it can be ported over to AR or VR directly.” he remarks.

Looking forward, VMW Group will continue to push creative boundaries and provide customized solutions that greatly improve the way people visualize architecture. Sustainability and influenced decision making with AR and VR platforms will be the key areas that the company will explore in future projects.

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