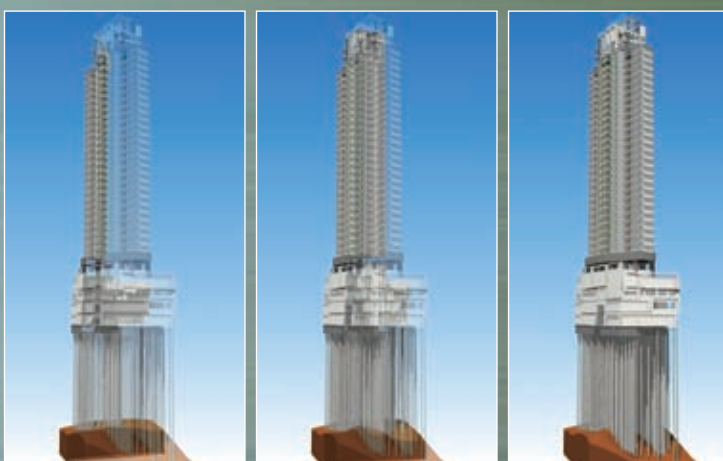




新世界發展有限公司

New World Development Company Limited



New World Development Company Limited ("NWD" or "the Group", Hong Kong stock code: 0017) is a Hong Kong-based leading conglomerate. Established in 1970, the Company was listed in Hong Kong since 1972, and is now a constituent stock of the benchmark Hang Seng Index with a total asset value exceeding HK\$117 billion.

After more than 30 years of operations, the Group has expanded from its original property business to include four core businesses, including property & hotel; infrastructure; service; department store in Hong Kong, Macau and Mainland China. The Group is also involved in a number of strategic investments.

<http://www.nwd.com.hk>





PROJECT USING BIM:

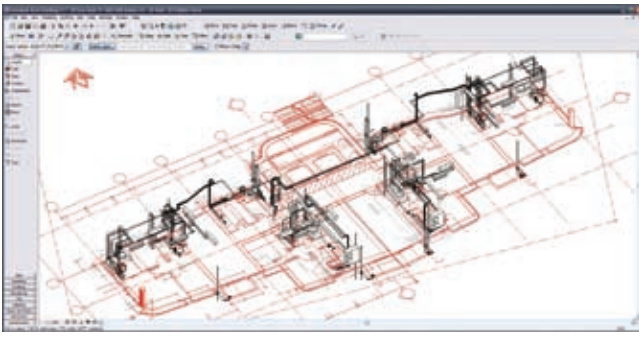
Project: Prince Ritz

Location: 448 Prince Edward Road West, Hong Kong

Type: Residential / Commercial

Description: Site Area of Approx. 1070m²
Domestic Area of Approx: 8040m²
Non-Domestic Area of Approx: 1600m²
Building Height 119m





When started to use BIM 2003

HOW BIM HELP

- Providing an interactive communication media from photomontage, animation to virtual reality to support top management decisions making process
- Providing a virtual environment that helps project manager, designer and contractors to experience the building spatial arrangement virtually before physically built
- Providing a smart platform that allows computer to simulate the built environments like sunlight, wind, temperature, lifetime energy consumption and etc
- Providing an intelligent building information model that supports connecting with other construction application like RFID project management system and facility management system
- Providing a design review workflow that automatically detects the design coordination errors and spatial conflicts
- Providing consistent construction drawings directly from the building information models
- Enabling the verification construction drawings consistency which reduces drawing discrepancies and coordination problems

SIGNIFICANT IMPROVEMENTS

- Rapid design visualization
- Better communication
- Consistence, better coordination of documents
- Reduced errors/mistakes on misunderstanding; less rework; less construction waste; more environmental friendly, more sustainable
- Minimized the unexpected risks on time and design quality issues
- Enhanced build ability and serviceability