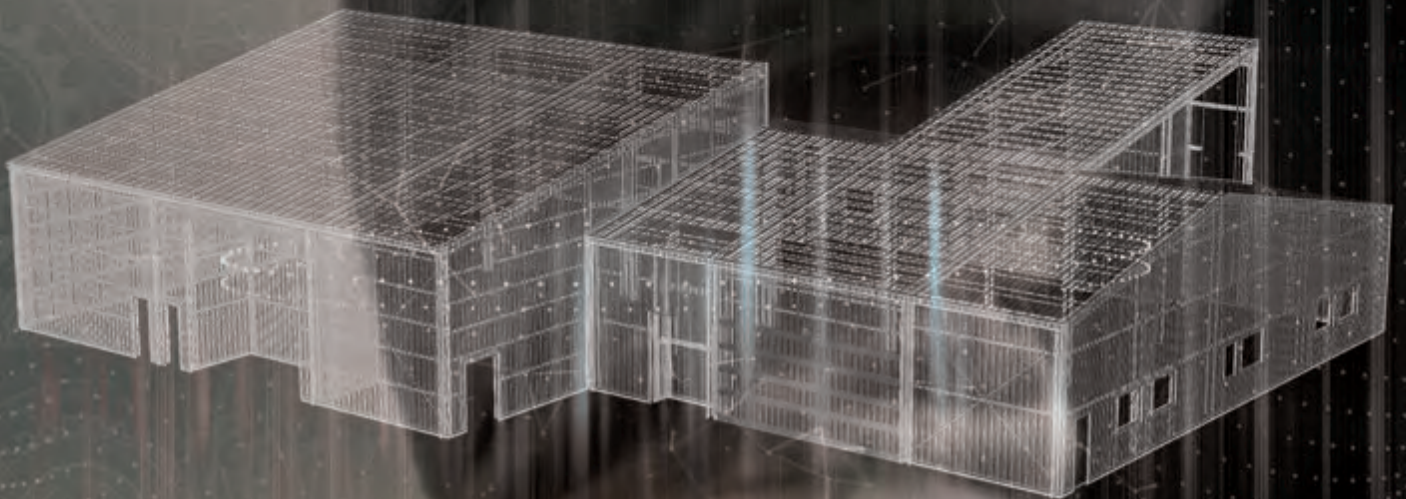


# Get Virtual. Get Bids. Get Real.



Win bids by wowing  
your clients with 3D  
or virtual reality  
presentations with  
the power to impress.



# Turn virtual into reality with winning presentations.


Technology is constantly advancing and impacting our lives in major ways. And the construction industry is no different.

It's time to get onboard with new technology or get left behind. Virtual reality is the latest game changer in our industry, as it provides a better sense of scale than on-screen and paper models, and impacts the way developers, contractors, sales people and clients interact with their building from start to finish. Thanks to our advanced 3D rendering programs, you can see exactly what a building is going to look like before it's even built, so you can be sure there will be no unwanted surprises along the way. It's time to get real, go virtual and win more bids with American Buildings.

**Pick the dynamic 3D presentation method to put your pitch over the top.**

SketchUp/SketchUp Pro  
Google Cardboard  
Microsoft® HoloLens  
Oculus Rift





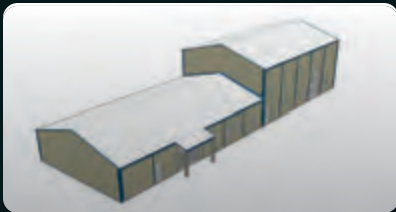
Before VR and AR, the 3D depictions of buildings used by builders had only been seen on flat pieces of paper or computer screens. But these very same 3D models can be used in VR and AR to create a real-world experience for the client.

# 3D renderings now standard in eQuote.

This 3D rendering tool, accessible through eQuote, allows you to easily upload your specs and generate accurate 3D models of your buildings in a simple-to-use built-in viewer. Using 3D models makes it much easier to understand and digest contract information compared to 2D drawings, and they can be accessed on your laptop, tablet or mobile phone – making your presentation much more impactful than a standard 2D paper drawing, no matter whether you're at the office or out in the field.

## **Wow them further in SketchUp or SketchUp Pro**

Now you can enhance your 3D model even further with SketchUp and SketchUp Pro. Just import your file into SketchUp or SketchUp Pro to enrich your building models with signage, landscaping, parking lots, cars and other 3D items to make your rendering as true to life as possible – strengthening your presentation and helping you win more bids.



eQuote rendering



SketchUp enhanced



SketchUp Pro rendering



Just import your eQuote file into SketchUp or SketchUp Pro and then add all the bells and whistles you want to take your presentation to the next level and wow your client with an enhanced visualization of how their finished building will look.



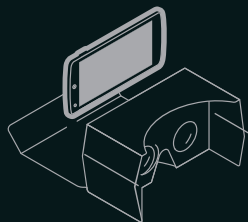
# Portable VR that fits in the palm of your hand.

When it comes to winning bids, use your smart phone to outsmart the competition on your next building project.

With a SketchUp, SketchUp Pro or eQuote rendering, the power of Google Cardboard and a standard smart phone, you can immerse your client in a virtual 360° 3D vision of their prospective project in a way 2D plans can't come close to emulating. It's a smart, inexpensive and incredibly portable way to upgrade your presentations and gain a winning competitive advantage.

## Google Cardboard Viewer

Google Cardboard lets you experience virtual reality in a simple, easy-to-use way. Just place your phone in the cardboard viewer, open your 3D rendering and start exploring your virtual building. It's that simple.





With Google Cardboard, you can have easy access to a 3D rendering of your building anytime, anywhere. The VR technology lets you increase and decrease the size of your rendering as needed, while also providing a 360° view of your project.



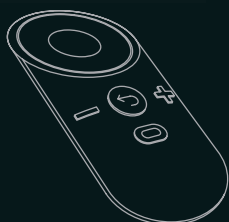
# The closest you can get to reality without being real.

Using Oculus Rift, you will be able to see and explore incredibly lifelike renderings of your building.

Once your building's file is uploaded onto Oculus, just put on the headgear and move around the holographic model by pointing and clicking anywhere inside the building. Since the Oculus is tethered to a computer, it is not as mobile as the Google Cardboard or HoloLens. But, with the help of a powerful computer, your 3D model will be cleaner, crisper and more true to life with Oculus than with any other virtual reality tool on the market. It's something that has to be witnessed to be believed. For important presentations at the office, this is the selling tool you need.

## Oculus Rift

Import your 3D rendering into Oculus and start walking through the lifelike model of your building. Just point to where you want to go within the rendering, click the remote and there you are.





Oculus lets you inspect every corner of your project without ever leaving the office. Just point and click to move freely throughout your entire building and get the vantage point you want.



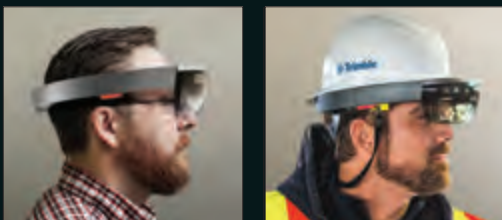
# Give your clients a view from the outside in.

With Microsoft HoloLens – the first self-contained holographic computer – you can now engage and interact with 3D rendered models of your building.

And since it's fully untethered, you can actually walk around inside a 3D hologram of your future building, so you'll know exactly what to expect once construction starts. To get started, just upload your building file onto the HoloLens and start wowing clients and winning bids with engaging presentations anywhere there's an Internet connection.

## Microsoft HoloLens

The HoloLens headset contains multiple sensors, advanced optics and a special holographic processing unit that lets you go beyond the screen. By using simple hand gestures, you can zoom, rotate and move through your 3D rendering with ease. A new hard hat solution by Microsoft HoloLens and Trimble® is changing the way construction professionals design, build and operate.





Put on the headset and start exploring the 3D hologram of your project. Inspect the perimeter of your building, then enlarge the hologram and walk inside to take a closer look. From in the office to out in the field, this untethered technology is an awe-inspiring selling tool.





# Open eQuote and start building.

## Building your rendering file couldn't be easier.

Just log into eQuote and add a project with the Add Project tab. Then simply enter your building specifications and your project will be rendered right before your eyes, allowing you to easily view a 3D rendering of your building.

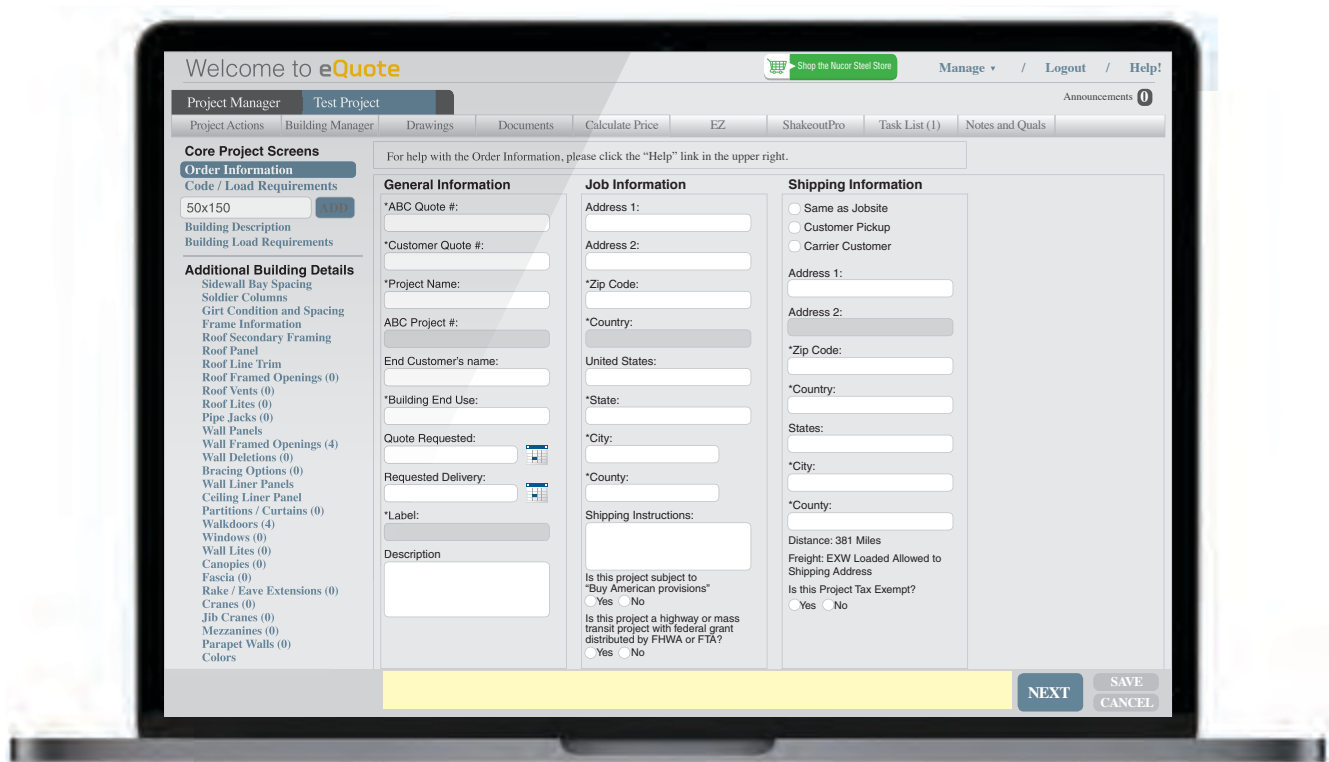
### Take control of your next project.

You can zoom in and out, rotate the building on its axis, view it from pre-set views, elevations, turn on and off framing and sheeting and easily print the 3D model with simple intuitive controls.

---

 Print current view	 Front facing view	 Primary layer parts view
 Front isometric view	 Rear facing view	 Secondary layer parts view
 Front right isometric view	 Left facing view	 Sheeting parts layer view
 Back right isometric view	 Right facing view	
 Back left isometric view	 Top-down view	
 Reset to default		

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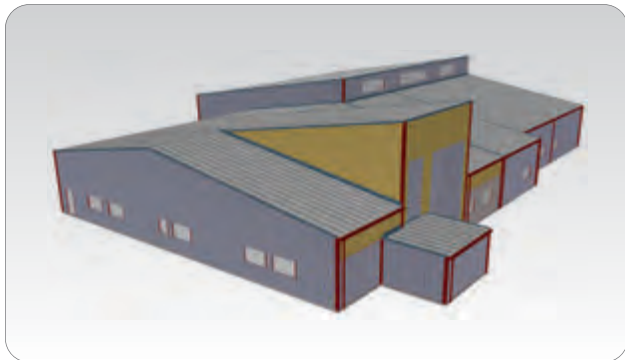
To get a detailed 3D rendering of your building, just enter your building's specs in eQuote, click the Drawing tab and in the drop-down menu choose SketchUp.



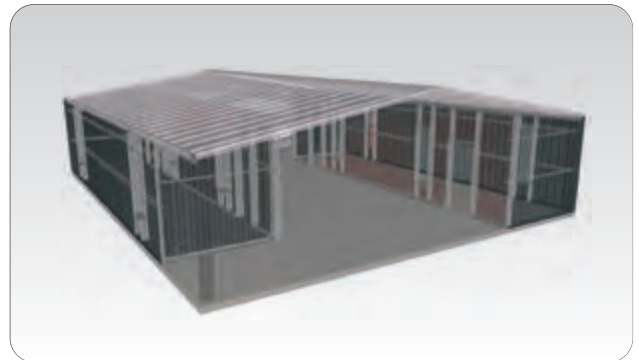
Once you click on SketchUp, watch as a detailed LOD 200 level 3D model of your building is rendered on-screen — ready for you to inspect from all angles and make sure everything is in place before construction starts.

# The possibilities are virtually limitless.

Examples of renderings in eQuote, SketchUp and SketchUp Pro.



eQuote Rendering



eQuote Rendering



Enhanced with SketchUp



Enhanced with SketchUp



SketchUp Pro Rendering



SketchUp Pro Rendering



# If they see it they will build.

If you're ready to start wowing clients and winning bids with the most technologically advanced rendering software available, contact us today. We look forward to helping your next project come to life.



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