



iDesk

Dear Friends,

An increasing number of things, from mock-ups of new consumer products to jewellery are being produced by 3D Prints. They are finding their way not just into workshops and factories, but also into the offices of designers and architects, and are being used to invent entirely new businesses.

iKix is a proven concept which has utilized the potential of 3D Prints. It is revolutionising the 3D Print industry with its automated model building process. Architects, builders, real Estate players, Government Agencies, Construction & landscape firms use iKix 3D Prints to market their projects.

Our previous issue highlighted the many ways in which Architects, Engineers and Construction firms have benefitted from iKix 3D Prints. In this issue, top management executives from two leading Design and Engineering firms will share how iKix has been useful to them.

inSite's goal is to provide a platform to showcase the myriad ways companies use iKix to enhance design communication in their daily life. If you are a creator or a user of designs you will find inSite interesting and worthwhile.

We welcome your suggestions, comments and feedback. Please send them to insite@ikix.in

Happy Reading.

The Editorial Team

Wishing you a Merry Christmas & a Happy New Year - iKix Team

iNews - Recent Projects



Perambur Railway Flyover

The 51 crore Chennai Corporation project - Perambur flyover - will be a crucial link in reducing the travel time for thousands of people who commute to and from north Chennai localities. IVRCL bagged the work order in May 2008 and is handling the project successfully.



Trichy IT Park

The Government of Tamil Nadu has proposed a SEZ at Navalpattu near the Trichy Airport. 50 acres of the IT SEZ is to be promoted through a Public Private Partnership (PPP) mode to create 1 million sq.ft. IT space with social infrastructure including a swimming pool, park, hospital and business centre.



Multi-Level Car Parking Facility - Delhi High Court

Consolidated Construction Consortium (CCCL), an integrated construction service provider with projects in the industrial, commercial, residential and infrastructure space is associated with the construction of first-of-its kind automated multi-level car parking facility at New Delhi High Court. CCCL will be responsible for the design and civil construction of this major project.



Aesthetic Appeal and Ease of Modification

An interaction with Mr. Rama Nayak, Executive Director, FBA Consulting India

Mr. Rama Nayak's first iKix experience was really exciting. "I came to know about iKix 3D Prints only about 8 to 9 months ago. It is new, precise and by itself a unique concept."



"We used iKix 3D Prints for a monumental structure with heritage value. The project - Prashanthi Tower, in Degree College Campus at Sri Sathya Sai Grama, Muddenahalli, Karnataka was of great significance to us. The detailed model created aesthetic impact, which would not have been possible using a conventional model", emphasises Mr. Nayak.

In addition, 3D Prints are to scale, can be previewed and easily modified multiple times before the final output

is made. "We could rework on design and scale. We could also add or remove any element. A lot of details, like the landscape, the hill in the backdrop, etc., were added before the design was finalised." He proudly states, "The fact that really demonstrates the 3D Prints' impact is that it has now been taken to Sri Sathya Sai Baba's residence in Puttaparthi."

"The detailed model created aesthetic impact, which would not have been possible using a conventional model."

FBA has two important applications of iKix 3D Prints, one is during Planning & Conceptualising and the other at the very end, after completion. "Though iKix 3D Prints can be used in other stages as well, the need is more in these two phases", observes Mr. Nayak. It reduces communication hassles and helps the prospective buyer to visualise what is in store for him. It is easy to arrive at a concept and experience the design in detail.



"Though we haven't used iKix 3D Prints as a marketing tool, we are looking at this aspect too in our future projects." As a marketing tool it will eliminate confusion and bring in clarity. Further, it details every aspect of the project with precision and enhances clients' understanding of the design. This gives added leverage to selling the project.

Mr. Nayak goes on to say, "The iKix team was very professional and met deadlines. The team consists of smart planners who work together and coordinate well. Promptly answering queries during various stages of design development made a lot of difference. Last minute changes were handled very professionally and with high spirits. In short, I enjoyed working with iKix and the satisfaction level is very high."

Positively Simple

Navayuga Engineering Company Ltd. (NECL) is the flagship entity of the Navayuga Group that comprises of power, steel, transportation and port establishments. Highlights of a chat with Mr. N. Ragupathi, Chief Manager - Projects

How was your first iKix 3D Prints experience?

"We utilized iKix 3D Prints to showcase the utility, scope and magnitude of our desalination project near Ennore Port. We basically wanted a 3D model for display purpose and to explain about the depth of the project to VIPs who visit our Head Office at Hyderabad.



Our first 3D model exceeded our expectations. It not only projected the enormity of the project but also explained the functioning and process of desalination to all who attended our inaugural function".

"Chennai Petroleum Corporation Limited (CPCL) appreciated the detailed model developed by iKix", he added.

How did the iKix 3D Model support your initiatives?

"Portability and easy handling are the key advantages of iKix 3D Prints when compared to models we've used in earlier projects. Moreover, it was easy for us to explain the measurements and features of the project through the 3D model".

"iKix 3D Prints simplified the process of explaining the complexity and intricacies."

Can you share with us a few benefits of iKix 3D Prints?

"For carrying out the desalination process, we required raw water which had to be taken to the R.O. plant through an intake well at a depth of 8 meters. iKix 3D Prints simplified the process of explaining the complexity and intricacies of the project".

No Task Uphill

Kovai Hills is RakIndo's US\$1.5 billion (Rs.6500 crore) flagship project in Coimbatore. The project consists of 240 row houses, 8 apartments, a club house and an 18-Hole Golf Course.



Some unique features of the project were:

- Villas and apartments were modelled on a hilly terrain.
- To enhance visual appeal, we used a combination of 3D Printing and CNC engraving technologies.



inFocus

iKix is revolutionising the model making industry with its automated model building process. Our models integrate the building and topography to create a scaled physical unit of the design. It is our commitment to provide our customers with professional quality models, quickly at affordable prices.

INFRASTRUCTURE & ENGINEERING

Benefits

1. Client Visualization

Improves communication and client comprehension.

2. Design and Siting Tool

iKix models integrate the topography and building to accurately depict their relationship, allowing for clear understanding of building design, hardscapes and landscapes.

3. Manage Customer Expectations

Many clients cannot visualise from 2D drawings. iKix 3D Prints ensures better understanding and helps to set the right expectations in the customer's mind.

Value

- 1. iKix 3D Print is an effective tool that can yield multifold returns.*
- 2. Infrastructure and Engineering firms can avoid expensive errors during the project cycle. The errors can cost 100 times the price of the model.*
- 3. The image of a company is measured by the innovative tools that they use - iKix can boost the company's image by detailing every aspect of the project.*
- 4. Model cost is insignificant when compared to the project cost - a detailed iKix model offers the competitive edge required to market projects.*

iKix in Education

"Earlier, as a student, my encounter with manual model making was arduous, time-consuming and lacked professional excellence, not forgetting the generous delay in keeping up deadlines. Now, as a young architect, iKix 3D Printing has made it more lucrative and easier to explain my concept to clients. In addition, it assists Architects to have easy and accurate understanding of the designs."

Sneha Christadoss

B.Arch., MEASI Academy of Architecture, PGDipUD