



Welcome to inSite!

Human mind thinks and visualises in 3D. When you imagine a villa, what comes to your mind's eye is a nice bungalow with a sloping roof, a portico with a car, a little lawn in the front and trees along the boundary walls. Add a swimming pool if you want it even more exclusive. When this is put on paper, what you get is a few lines and arcs and shaded areas with text and arrowheads!

3D ideas completely lose life when captured in 2D media - paper, computer screen etc.

iKix solves this by producing precise, detailed and colourful replicas of your designs within a short time. This helps in creating a model a lot closer to what you had in mind.

In May 2009, iKix completed 2 years of successful service to the Architectural, Building and Design industries. With over 300 projects to customers in the US, Europe and India, iKix has been able to significantly contribute to increase the overall efficiency of design communication within our customer groups. Our customers have used iKix in new and exciting ways to solve many common problems. Many of them were keen to share this with the rest of the community. This is the inspiration to create inSite.

inSite's goal is to provide a platform to capture 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.

iNews - Recent Projects



Abode Valley, Potheri

'Abode Valley', a residential project developed by The Lancor Developers is coming up in Potheri on GST Road, close to SRM University. It is situated in an environment with virtually no noise or pollution. You are assured of pure air and peaceful surroundings!



Prince Village, Tondiarpet

Chennai based real estate company, Prince Foundations Ltd. launched its new project 'Prince Village' at Tondiarpet. The project offers single, double and three bedroom apartments. It is located on Elaya Mudali Street, Tondiarpet.

iKix - An inner view

How was iKix born?

On a flight from Chennai to Frankfurt, I was seated next to the CEO of a large design and construction firm. After exchanging pleasantries, I asked him what was the single largest challenge that he faced. He said *"Cost and time overruns due to improper execution"*. That was ringing in my mind continuously for months. I decided to work further on this.

After some serious study, we found that execution delays were largely due to mistakes made during the design communication process. Often, what is conceived from the 2D drawing is different from what actually is in the drawing. It was clear that the solution lay in creating a 3D replica directly from the CAD file. After extensive research and running many pilot projects, we chose the most advanced and appropriate technology that was originally developed in the MIT, Boston, USA. iKix was born.

What problems does it solve?

It is a lot easier to understand a design from a 3D replica than a few views and perspectives printed on paper. A 3D walkthrough helps to some extent; you still need a computer in front of you to view it. This is not always practical. Using iKix 3D prints eliminates all errors in execution due to incorrect understanding of designs.

iKix models can be hand carried easily and can be used in all discussions during planning or construction stages.

Moreover, iKix models have 4 distinct advantages over conventional ones. They are higher on accuracy, multiple sets can be made, model sizes can be increased or reduced to meet different needs and the turnaround is quicker.

"It is a lot easier to understand a design from a 3D replica than a few views and perspectives printed on paper."

Who can benefit from iKix?

iKix models enhance design communication efficiency and are useful to almost anyone in the design community. Today, iKix is used by top architects, large real estate players, construction companies, hotels and shopping malls. Interestingly, many government agencies are asking for iKix 3D Prints for better understanding .

How is the customer response so far?

The response has been huge. Every customer of ours has come back to



R. Parthasarathy
MD & CEO, iKix 3D Prints

make additional sets for their ongoing projects or a new set for their fresh projects. Customers have expressed big gains from using iKix models for marketing, project discussions, design approvals, communication with contractors etc.

How many projects have been completed so far and where?

iKix, initially, started working with US architects and has completed more than 200 projects. In India we have done 100 + projects so far. The design and production teams are based in Chennai. We are serving customers in Chennai and Hyderabad extensively now. We will soon add Bangalore and New Delhi.

The 3D advantage

Interview with Mr.K.R.RaviKumar, Chief Manager - Development, Emaar MGF

What was your first impression about 3D prints?

3D prints have a lot of advantages. The biggest was that we could make multiple copies and of variable sizes. Moreover, changes and updates can be carried out easily.

What did you use the iKix 3D print for? How relevant was it?

iKix 3D prints are especially relevant in complex projects like 3-star and 5-star hotels. We did models that were 1:400 or 1:500. Preliminary images were updated and models were made according to changes.

Are there any new uses or contexts for the 3D prints?

It can be used to present designs to the common man as it is easy to understand. It can also be used when we present ideas to our customers. They get a better idea about the project.

During which phase of a project should one involve iKix?

We can involve iKix and use the 3D prints at any phase. Ideally, we would like to use them right from the start. This way we can show indicatively where everything is going to be and all features can be displayed in a simple and effective manner.

What are the advantages of 3D prints over conventional models?

Conventional models that were hand-made from mount boards or acrylic used to take 2-3 months to create a single piece. Whereas, these 3D prints are created in 15 days' time.



“The biggest advantage is that multiple copies and of variable sizes can be created in less than half the time”

How was your experience with the iKix team?

Models were delivered on time and were of great help in promoting and presenting our projects to our customers.

iKix impresses GMR

Excerpts from our chat with Mr.S.Ravi Shanker, Associate Vice President, GMR Power Corporation, home to the World's largest 2-stroke diesel power plant.



The GMR Team (from right to left) - Mr.S.Ravi Shanker, Mr.B.Gururajan & Mr.C.H.Sridharan

“Fascinating concept. I first saw a prototype of the Kathipara Junction flyover. I had never seen anyone else who had done it. We had been in need of such a model earlier. The 3D model was nothing less than breath-taking. Detailing was awesome. Some of the components that we normally miss were displayed vividly. Proportions were easily seen.

GMR is a unique power plant. Our plant is always used for showcasing our group to build our brand image. So a 3D showpiece model makes showcasing our plant a great experience. We use this in a lot of our presentations during proposals.

During our 10th anniversary, on 15th February, 2009, we exhibited the 3D model for the first time. iKix made this in 6 weeks flat. The iKix team was brilliant and great involvement and commitment was shown. Hats off to iKix.”

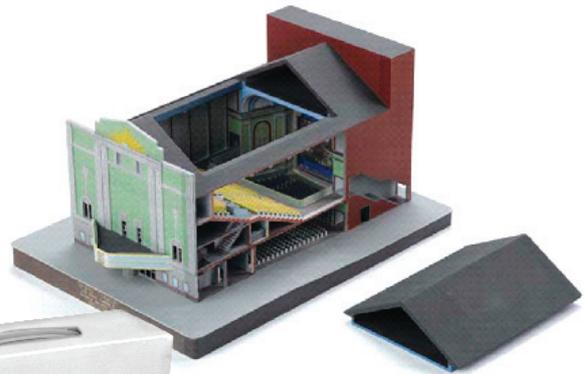
Building in a Box

A genuinely interested apartment buyer is unable to make up his mind because he cannot understand drawings or visualise the layout. An Architect gives instruction to the Contractor on the phone. The contractor is unable to understand clearly and they both decide to drive to the site 60 Km away to get a better understanding. *Sounds familiar?*

Building in a Box is the perfect solution for such situations. You can now make an elegant replica of your entire project, separate them in parts and easily carry them in a box to a trade show or the buyer's home. The parts can be assembled in a minute to create the full project. After discussions, it can be disassembled, repacked into the box and carried back.

Using iKix Building in a Box makes sense for everyone. For example,

1. Architects can deliver multiple options in real 3D to their customers for better impact and easier decision making.
2. Each sales person can carry one set of Building in a Box always in their vehicle - we never know when a selling opportunity will arise!
3. Real estate companies can carry their projects easily for participating in exhibitions and trade shows.
4. The architect, the project manager and the site office must each have an iKix model on their desks. This will assist easy and accurate understanding of the designs, especially during project discussions over phone or in person.



With the *Building in a Box*, you can:

1. Easily Assemble the 3D replica in less than a minute
2. Easily Carry the Portable box
3. Easily Repack in less than a minute
4. Easily Store the 3D replica
5. Easily Understand or Present

iKix in Education



Vinu Subashini

Student, School of Architecture and Planning, Anna University

"My study was to reduce the wind loads on the building to reduce the consumption of material and to arrive at maximum natural ventilation. Using CFD technology for building design results in a complex form or a non-conventional form.

iKix 3D prints generates these complex forms with ease. This made the visualization of the form easier."