

Centre for Construction Innovation 3D Visualisation Unit

Funding: ERDF Objective 2 - Business and Ideas

Good practice themes demonstrated: ICT

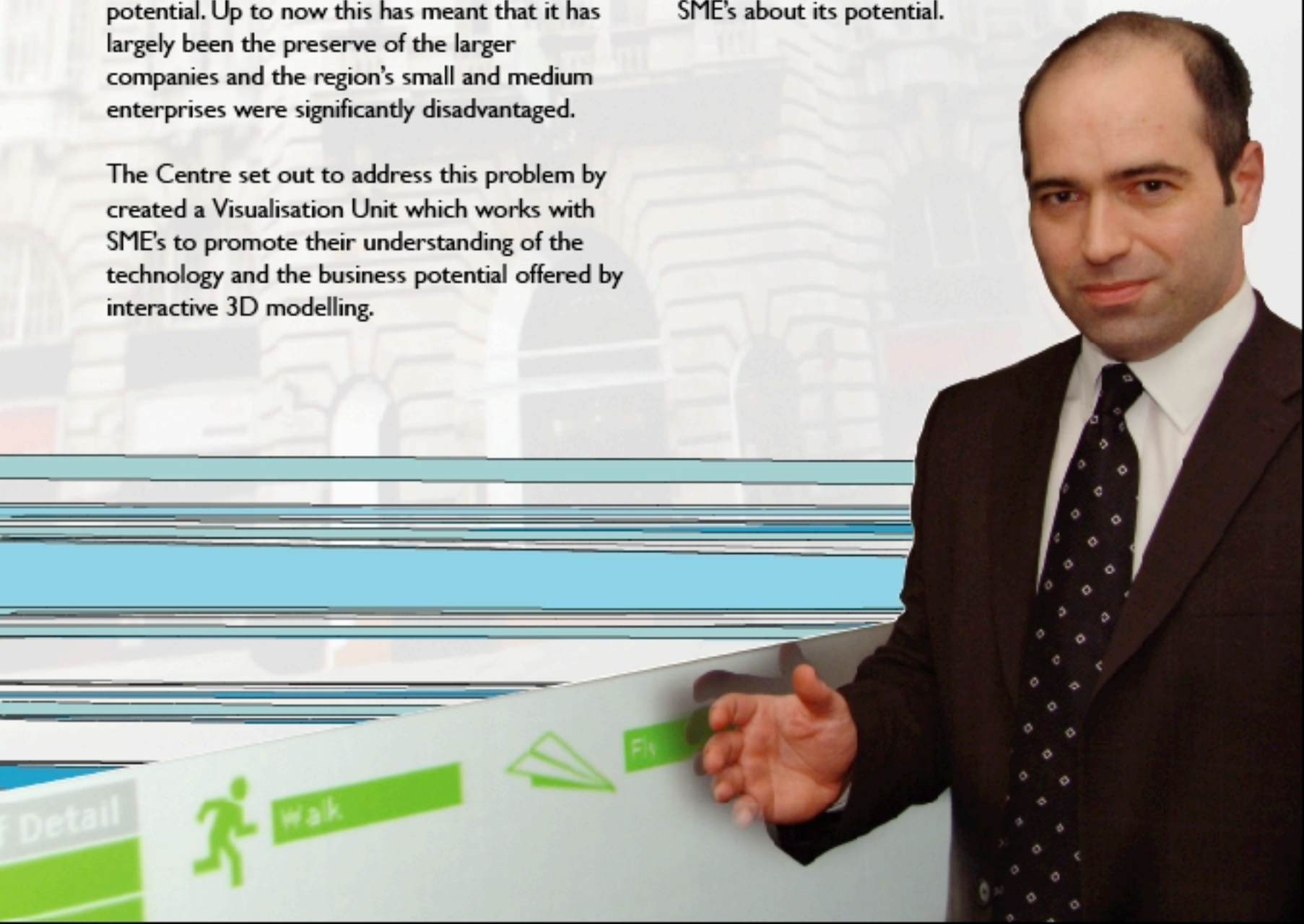
The Centre for Construction Innovation is a not-for-profit organisation working with the University of Salford. It was created to promote innovation and best practice and be a centre for excellence for the construction industry in the North West.

3D visualisation is the science (or art!) of creating three dimensional models of localities, buildings or objects to allow a better understanding of the impact of design changes. This sort of visualisation is very cost effective but can require a large initial capital outlay and learning investment to take advantage of its potential. Up to now this has meant that it has largely been the preserve of the larger companies and the region's small and medium enterprises were significantly disadvantaged.

The Centre set out to address this problem by created a Visualisation Unit which works with SME's to promote their understanding of the technology and the business potential offered by interactive 3D modelling.

The CCI 3D visualisation project identified and developed a number of networks of local businesses that might benefit from the technology. A workshop format was then developed to enable SME's that had both technical and non-technical experience to familiarise themselves with these 3D technologies.

By working with SME's in groups and demonstrating practically how the technology can be applied to a series of different scenarios the team are able to demystify the technology and excite the SME's about its potential.



What singles the project out as being an example of ICT best practice?

1. The 3D visualisation project has created an outstanding hi-tech display centre that can seat 15 – 20 people
2. A smaller mobile display facility has been created to take the technology to the user
3. More than 30 workshops and seminars have been held
4. To date 300 businesses have been provided with support and assistance
5. Pilot models were developed to illustrate the potential of the technology for smaller businesses
6. Development of wholly new visualisation concepts such as planning for emergency situations (fire etc), training in complex procedures and enabling safety assessments before construction

Project Beneficiaries: A wide range of local businesses in the construction design sector such as architect's practices.

"The opportunity of seeing the work of CCI has enabled me to develop new products and collaborations. This is directly helping me to grow my business and reach new clients. Many thanks to CCI". **Tickle Group**

"Until we found CCI we simply couldn't have afforded the learning curve involved in adopting this complex but useful technology. CCI helped us to see new commercial opportunities and assist in their implementation. This has been invaluable for us". **JB Eye Fire and Security**

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