



For Immediate Release

Contact: Nicole Davis at (403) 619-4951 or ndavis@ice-edge.com

Google SketchUp meets ICEvision

ICEvision software, created by Ice Edge Business Solutions, now allows Google SketchUp users to turn their models into interactive, real-time, fly-through experiences. Google SketchUp Pro is a downloadable software program used to create 3D models of any object, building, structure or interior. It is a robust professional version of the free SketchUp software being used by novices around the world. ICEvision takes that experience to the next level. Through patented use of video game technology, ICEvision dynamically renders the design in 3D - revealing the color, shading, reflectivity and transparency aspects of a design in a way SketchUp simply cannot. With ICEvision, the model creator implements guided tours with posted notes to focus on one particular area or allows the recipient to independently fly through the space and see all the corners, angles and views they wish. The graphical experience is vivid, full of light, shadow and texture to give the viewer a realistic, interactive tour. The model can be securely posted to the Web for sharing or clients can view it on their iPhone, free of charge.

ICEvision puts the viewer right inside the design changing the user's viewpoint instead of re-positioning the model in the design space. With millions of SketchUp users out there, and a variety SketchUp models available online for download, the ICE custom library got infinitely larger. Register for a free trial of ICEvision available until October 31. There is no software to install. Users go to www.ice-edge.com and click on the FREE TRIAL area.

###

ICE software was first developed in 2004 with consultation from Java inventor and Sun Microsystems CTO James Gosling. Ice Edge Business Solutions started up as a company in 2006. The intelligent, interactive 3D software with patented videogame technology introduces a new level of collaboration, specification, error elimination and manufacturing capabilities.