



September 24th & 25th, 2009
IIDEX/NeoCon Canada, Direct Energy Centre, Booth #1129

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Software Turns Design into Videogame Experience

TORONTO, ON: The IIDEX/NeoCon Canada show will be the launch site for a new way to experience the popular model creation software Google SketchUp Pro. ICEvision, software created by Ice Edge, allows SketchUp, Revit® and AutoCAD 3D users to turn their models into interactive, real-time, fly-through experiences. The model can then be securely posted to the Web or clients can view it on their iPhones. The model creator may choose to implement guided tours with posted notes to focus on one particular area or allow the recipient to independently fly-through the space and see all the corners, angles and views they want. The graphical experience is robust and full of light, shadow and texture to give the viewer a realistic, interactive tour.

For design professionals this is a superior way to communicate, collaborate and get faster sign-offs from informed, empowered clients. An architect in Virginia used ICEvision to show his client office space in a 450-acre mixed-use project that includes retail, residential, an amusement park and baseball stadium. "He was like a twelve-year-old kid," says Jorge del Cid of CMSS Architects in Virginia. "When I sent him the ICEvision model he immediately went into his building and up to his office to see what the view would be like for the baseball games." Mr. del Cid feels the tools he used before made his clients simply being content and with ICEvision they are truly happy.

Recently named one of the '29 Great Solutions' for architects and engineers by *Building Design+Construction* magazine, starting September 24th ICEvision is available for a 30-day free trial. There is no software to install. Users go to www.ice-edge.com and click on the FREE TRIAL area. They can create and publish their new 3D interactive models created in Google SketchUp Pro, Revit or AutoCAD 3D and get a full understanding of the experience.

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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.