

iDesk

Dear Reader,

In our previous issue, we had met infrastructure Engineers and Architects who had used iKix 3D Prints for major infrastructure and residential projects. In line with inSite's goal of providing a space to showcase the countless ways various companies can use iKix to enhance design communication, in this issue, we will interact with Architects and Engineers from industrial as well as smaller residential building and design firms.

This issue goes on to demonstrate that iKix 3D Prints can go beyond just marketing. How 3D Prints can enhance planning and design from the word go? How the end consumer can get a better, active experience where they can choose to change any of the details in the designs? From the Touch & Feel factor to giving scope for Experimenting with Design, industry experts share their vivid perspectives and experiences.

Suggestions, comments or feedback, as usual, are welcome. Please send them to insite@ikix.in

Happy Reading.

The Editorial Team

iNews - Recent Projects



MARG Utsav

On ECR, nestled inside MARG Swarnabhoomi, you will find Utsav - Smart apartments loaded with rich features and amenities housed in a residential gated community. Utsav promises to be the new defining, address for the discerning home seeker. Utsav comes with two bedroom, two bedroom plus and three bedroom apartments.



GRT Hotel

The 168 room business class hotel will come up in a 2 acre plot on the Avinashi Road. Designed by Canada-based architect Arup Datta, the hotel will be eco-friendly, energy efficient and saving on water.



Alaka Palazzo

Located near Ramachandra Medical College, the project consists of 2, 3, 4 bedroom and duplex apartments.



ZAK School

Proposed design of Islamic International School which is coming up in Injambakkam.

Touch & Feel Factor and Flexibility

A one-on-one with H.E.Srinivas Shastry, Partner, Aswathnarayana & Eswara

"I have been aware only of conventional models like cardboard, POP and other hybrid materials for models. This is the first time I heard about 3D prints."

Mr. Srinivas felt that the 'Building in a Box' concept was really nice as it is easy to pack and transport unlike conventional models. Portability has allowed him to send the models to various cities. "I never knew that I could send a model across!"

"A 3D print is certainly better than any conventional model as no visual experience can equal the touch and feel factor of a 3D Print."

"We are primarily, a industrial building consultancy and don't do civil, hospitality or housing projects and hence our demands are fairly unique and as a result, the kind of models that get generated for us are also unique. iKix showed us a model that they had done for GMR, a fairly large-sized

model. That gave us a good idea of their capabilities and the size of projects that they can handle and deliver."

"We have made use of 3D prints twice until now. And we have used it mainly to be ahead of our competition. Everyone does 3D modelling and print it on 2D or they do 3D walk-throughs. A 3D print is certainly better than any of these because no visual experience can equal the touch and feel factor of a 3D Print. For the size of the model that was made for us, the finish and detailing were very impressive. So impressive, we did our next project too with iKix."



He goes on to say that the models are used by investors or corporates as a marketing tool to showcase their plan or concept. It gives a good idea about the orientation and details of the project. "I'd definitely recommend the model to all my clients once they complete the building", he adds.



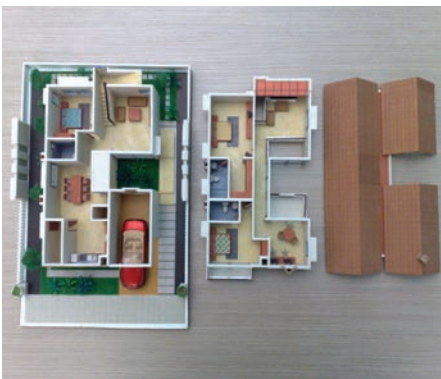
He adds, "I was really impressed with the quality of iKix's work with the first project. But what impressed me even more was that, with the second project, they delivered quality in a short-time span of just 4 days. iKix was open to changes and they worked diligently and delivered on a Saturday at 2 a.m. as I had to catch a flight. The team was very efficient and flexible and we had a great experience working with them."

Simplifies and Communicates

K.M. Satish, Vice President, SSPDL tells us how iKix made a difference

What was your first experience with iKix?

iKix made a good presentation of the 3D Print concept and we were impressed with the new concept being introduced to us. Moreover, we liked the response for our various queries. And, needless to say, arriving at the final satisfactory product after our interactions with the iKix team was great.



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

We used iKix 3D Print for our Lakewood Enclave Villa project off OMR. The villas had a complicated roof design and even the plans were very different from the ones usually done at Chennai. These were brought out beautifully and clients were able to easily decipher the complexities.

The complicated design was also easily explained to our Structural and Service Consultants with the help of the 3D



“The complicated roof design were brought out beautifully and clients were able to easily decipher the complexities.”

Model. The project has just commenced and we have already been using it for marketing and in design meetings. We use the 3D Prints during interactions with our various other consultants too.

How did iKix or the 3D prints help you leverage your product or service?

The plans of the villas were easily understood by everyone and customers were impressed with our product.

More possibilities for experimenting

S.Raviekumar of Archi-tec Allied speaks candidly to inSite

“I’ve heard of iKix 3D Prints. I got more details from their newsletters that I received.” He says that iKix 3D print was the best choice as it was not only the fastest way to get a model done and they could work parallelly and keep updating details with iKix. “This would not have been possible with anyone else.”

Raviekumar says that they had made a presentation competing with others for the Administration Building for Periyar Maniammai University. They used the 3D Print to showcase their concept and to highlight ideas. The model was developed in the last minute but the 3D Print brought out exactly what they had in mind in terms of shapes, size and scale. “This allowed us to make an impactful presentation.”

“I feel the 3D Print is a great tool to try out different ideas and visualise them so that we can decide which one works best. For instance, different roof designs or staircase designs for a project. This gives us a big advantage.”

inFocus

iKix, while revolutionising the model making industry for huge industrial projects, is also showing that the models work equally well for smaller projects like villas and other residential ventures. Apart from delivering quality 3D Prints with a great precision and detail, iKix is fast becoming known for being affordable and quick in delivery.

Works for small scale projects too:

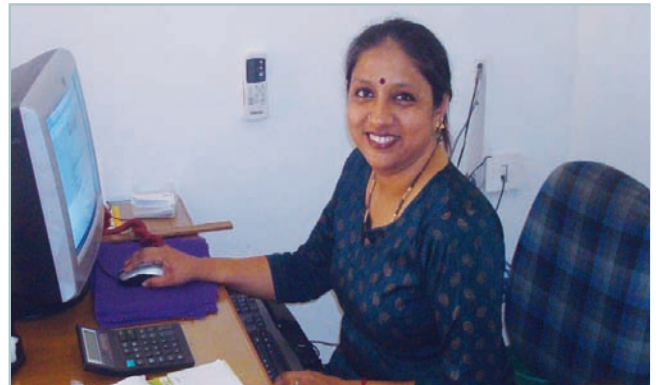
The first time we used iKix 3Prints was for a semi-independent villa in a township community. I loved the 3D Print and it made a really big difference to my customers.

Works for customers as well:

It works for both my customers as well as the production team. The 3D Print is helpful from day 1 although, initially I thought of using it only as a marketing tool. It is great for planning a project or a design. We can try various options and choose the best one. It is used from the planning stage until the end.

Works really well:

Only a 3D Print gives a real experience. We can relate to and connect with the model better with an iKix 3D Print. We were really happy with the quality of the model. Am absolutely satisfied and would certainly recommend it to others.



Seetha Ananthkrishnan, Sathyam Homes

iKix in Education

A surgical guide is essential for placing the dental implants accurately in the predicated region and angulation, to prepare a surgical guide a rapid prototype model of the bone and the implant which are exported from the CT data from a CT scan is necessary. iKix produces high quality Rapidprototype models generated with the CT data of the patient for better understanding of the surgical situation to the implant surgeon and to prepare accurate surgical guides based on the rapid prototype models which are very necessary to place the dental implant, in an accurate position and angulations in the jaw bones.

Prof. Dr. B. Vikraman
Oral and Maxillofacial Surgeon
Ragas Dental College and Hospital, Chennai.