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iDesk

Dear Reader

A wise man once said 'life is a journey from gloom to bloom: I am fondly reminded about this statement when I go through the Indian real estate sector outlook for 2012: Fitch Ratings report. Although a sluggish in demand is projected for the JFM quarter, the advertisements for real estate properties are not lacking in quantity or quality. Added to that are property fairs that bring all realty players under one roof and the promise of a proactive grievance redressal cell by CREDAI. Surely, the best response to a negative market trend is innovation!

The ability to visualize a project before its actual development is a thrilling experience and iKix does just that. It adds that touch of innovation for real estate marketing as the models closely simulate the actual

product experience. This high quality and unique service builds an unparalleled reach out to architects, designers, professionals in various segments. This service is used not only in industrial design, architecture, engineering, construction (AEC) and dental but also finds its use in jewellery, footwear, automotive, aerospace and medical industries. In this issue of insite we cover quite a few projects that have employed iKix to the best possible use.

Suggestions, comments or feedback, as usual, are welcome.

Please send them to insite@ikix.in

Happy Reading

iNews - Recent Projects



Godrej Alpine - Mangalore

Godrej Alpine is surrounded by breathtaking hills and beautiful palm fringed gardens. It is located in Yeyyadi, North Mangalore and is just 12 kms from the new airport. It has schools, parks, hospitals and medical and engineering colleges in close proximity. iKix 3D Print of Alpine is made for showcasing the project to their clients to communicate the design and the aesthetics. It was made in a short duration of 7 days and was delivered at their site.



Archivista

Archivista came out with a concept design which represents the stem cells of a human body. They wanted to present this to their client more effectively for which they chose 3D printing technology. iKix 3D Prints made the concept model for a presentation. This model was printed in three days and the output was very much appreciated by the customer.



Oswal Industries

Oswal Industries Ltd. is one of the leading manufacturer and exporter of valves. They wanted to make a 3D Miniature of their process to demonstrate and present it to their customers in India and abroad. iKix 3D Prints enabled their requirement with the help of technology and services.



Constructing brick by brick on paper

Mr. Ganesh, Director
DG BIM Consulting

What are the challenges faced by the construction industry and your views on how to overcome this?

The major challenge today is adhering to the budgets. There is always a sizeable variation from the estimates, and this is more prevalent in India. The actual problem begins when we start implementing the design. When we have a model of the project in place - a 3D model, before commencing the construction, it helps in tracking the variation and take preventive steps in the early stage itself. This will not only reduce cost but also ensure the completion of the project in time. Outside India, having a 3D model is a popular practice and it is time we adapt to this technology as early as we can.

Your experience on the 3D technology.

We adapted this technology 4 years back, when we were awarded the prestigious project - Yash island at Abudhabi. The project entailed us to handle the drawings, 3D rendering / animation and we were also required to give a physical model of the project of every floor. So the natural choice was to go for 3D prints. We shared the physical model of each

floor with the site professionals too so that there was clarity on the services that were passing through. The project was completed in a record 18 months much before the target completion date and this was possible only with the adaption of the technology.

You have been working on international projects too, do you feel that Indian industry too will adapt to this technology sooner?

Definitely yes, we have already started adapting the latest technology. With globalization and acute competition, there is a need to differentiate and this can happen only when we are sensitive to changes.

Your views on iKix.

iKix has an excellent team. The recent project with iKix was the Aligarh Muslim University. It is a very complex project with tight deadlines; the team was very supportive and extended all support with the changes. The Aligarh model was well appreciated and personally for me it was a very satisfactory project.



Aligarh Muslim
University

A revolutionary product for the infrastructure developers

Mr. Jawahar Singh Vice President – Business Development
Marg Junction Mall



How did you come to know about iKix and your first impression?

I came to know about iKix through reference and the models done in the past. iKix is a very professional organization committed to adhering quality and deliverables on time. The model that iKix created for us helped us immensely in communicating the design aspect to the technical team, the architects and our clients.

What are the advantages and limitations of using 2D representations or conventional models?

In 2D representations, the advantage is it is easy to print, email or share. While this may be a limitation as far as 3D model, it is definitely an added advantage for huge projects like Swarnabhoomi or junction mall. It is easy to show and tell, thus giving an edge. Both has its own advantages and are equally important.

Junction Mall



How does 3D printing revolutionize the way the infrastructure industry works?

3D printing, the technology that iKix uses breathes life to any project. It shows the real vision of any project.

It is difficult to visualize any huge project, be it residential, commercial or infrastructure through AutoCAD images, photographs or artist drawings. But in 3D printing, the magnitude, the beauty and every other detail is captured and etched out beautifully. It becomes very easy to communicate your vision through this medium of 3D printing. It is a great marketing tool for the infrastructure companies and will definitely play a huge role in this sector in the future.

It immensely helps the contractor, the consultant and the owner of the project. When we give the contractor a specifications, in all probability it might not be fully understood as we had envisioned. With 3D print, it is very easy to communicate our ideas of the project. Likewise, it is also easy to communicate to the consultant.

The owner of the project is mostly entrepreneur or builder. They come up with the idea on their project and we try our best to give life to it. With 3D print it is easy to translate their ideas into reality.

Your experience working with iKix

A very professional team, with a sense of ownership of the client projects. The experience has been good and I am sure in the years to come you will also keep upgrading your technology to bring out quicker 3D prints. India is a fast growing market and am sure you will also grow with the growth curve of the country.



A 3D view of the world

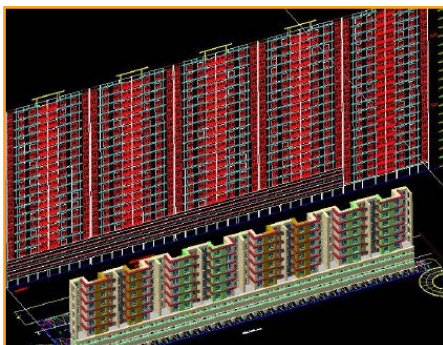
Expert traces the growth of the 3D design software industry

Mr. R. Parthsarathy
CMD, CADD Centre Group

A brief historical view on the evolution of 3D design

Design communication has evolved quite rapidly in the last two decades. 3D in CAD software started to gain acceptance only in the late 90's. In India, the early adapters of CAD systems were the manufacturing companies - the automotive firms in particular. The exponential demand growth in the construction industry was the next big growth phase for the 3D design software. Today, 3D design process has evolved to even producing the required part quickly using a 3D printer - with excellent accuracy and good color capabilities. We must keep in mind that our mind always thinks in 3D.

Your observations on the newer applications of 3D design

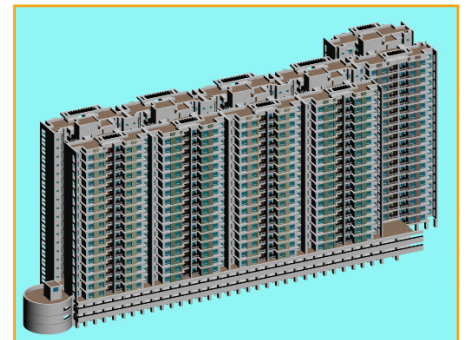


3D design is at the core of every new product. So there is a huge potential in all areas of even traditional industries. 3D designs form an integral part of animation which is a rapidly growing industry. Gaming is another area of explosive growth. Sculptors and dentists will find 3D design handy in their profession. A large project - be it a 5 star hotel, a factory or a colony, 3D design has tremendous potential to ease the work load and complex process. iKix 3D prints come in quite handy in project management and implementation. With our "Building in a Box", salesperson in the real estate industry can carry the project to the customer and avoid site visits that are expensive and time consuming.

What about the challenges faced by 3D design?

We can look at it at three levels. As the market place gets intensively competitive, companies will strive to differentiate and this will drive innovation in design. So the primary challenge is availability of skilled designers and design house. At the next level, designers will need a faster way to "3D Print" their parts or projects for quick analysis and testing. More technologies for this will need to come in at affordable

price points. As the market matures, 3D design will need to integrate into the production process. This will eliminate wastage, minimize rework and crunch cycle time - all leading to saving cost and increasing throughput.



Going forward, your view on how the design world will be in 5- 10 years

In the Indian marketplace, you can see the demand is steadily expanding across all product segments. To succeed, companies will have to create more variants of models and more models with unique features. There is a constant need to reinvent yourself continuously. This will be a big driver for the explosive growth in design capabilities of companies and designers.

Business Line 