

Leif Granholm
BIM Ambassador



Virtual, Augmented and Mixed Reality



®

Trimble

®

Industries we serve



Agriculture



Construction &
Operations



Geospatial



Natural Resources,
Utilities & Government

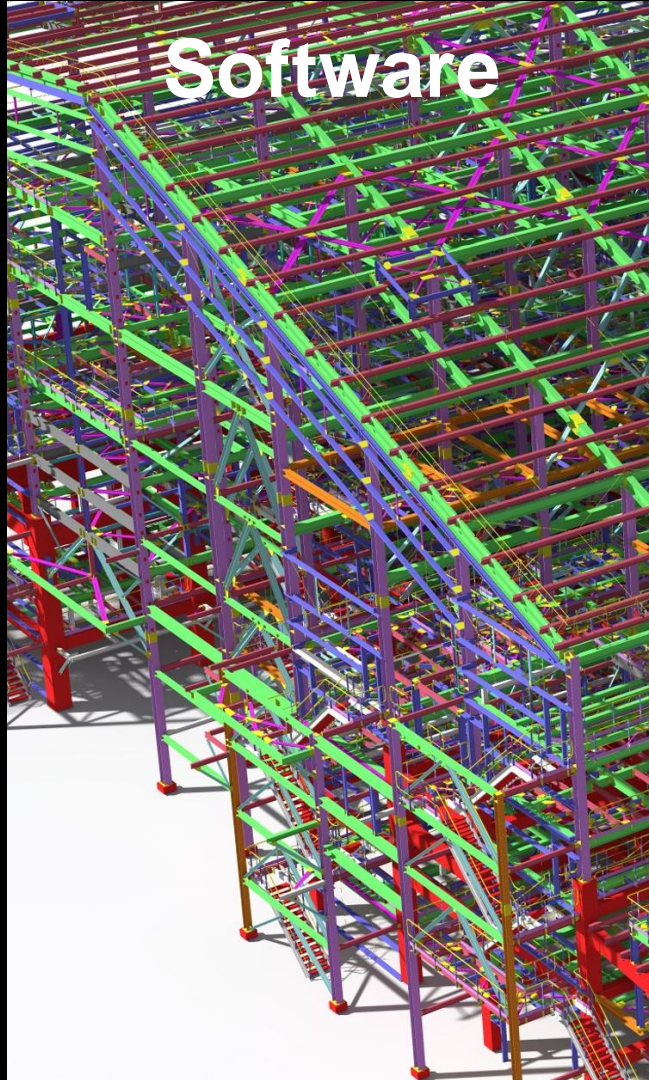


Transportation &
Logistics

Hardware



Software

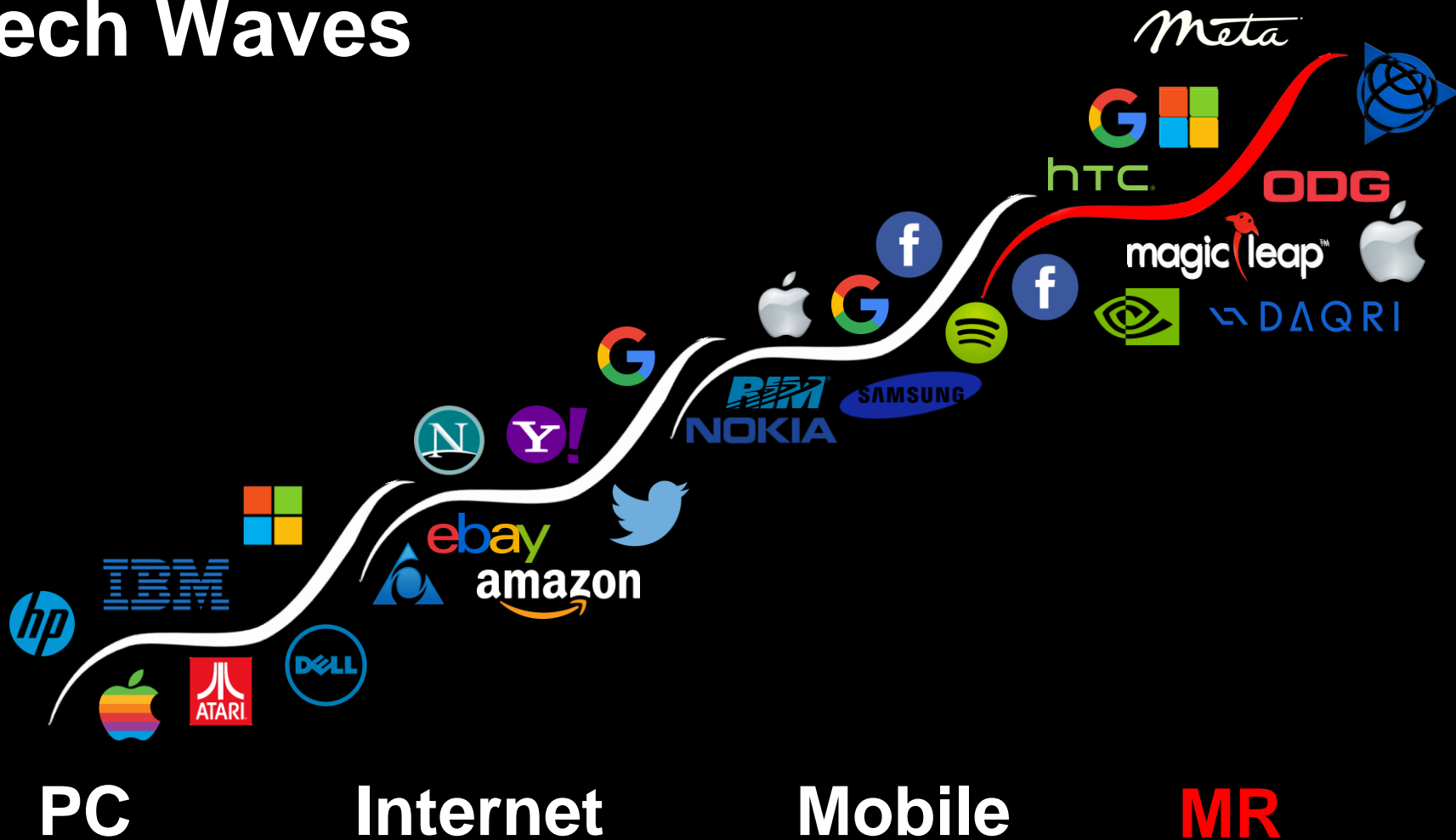


Solutions



What is the next **BIG** thing?

Tech Waves



BIM, software, process, technology or what?

- No practical consensus of what BIM is
- Every presenter still today includes a what is BIM section
- Most common perception of people in the industry is that BIM is software.
- Other often used: Process, Model, Populated Database describing facility

- My favorite: BIM is a Technology

BIM = human readable documents to machine readable data

Drawings are graphics
(appearance important)



BIM uses objects that may
contain geometry and/or
attributes
(structure important)

MR

Merging the digital
and the physical
environments



AR

Enhancing your
environment with
digital content



VR

Replacing your
environment with
digital content



Mixed Reality Program Timeline

2015 First AECO mixed reality POC

2016 Partnership with top AECO and mining companies

First commercial application for Microsoft HoloLens



AECOM
Gensler



Brookfield
Global Integrated Solutions

Agnostic MR





Click MR

Production Caliber MR

The Architect

Greg Lynn



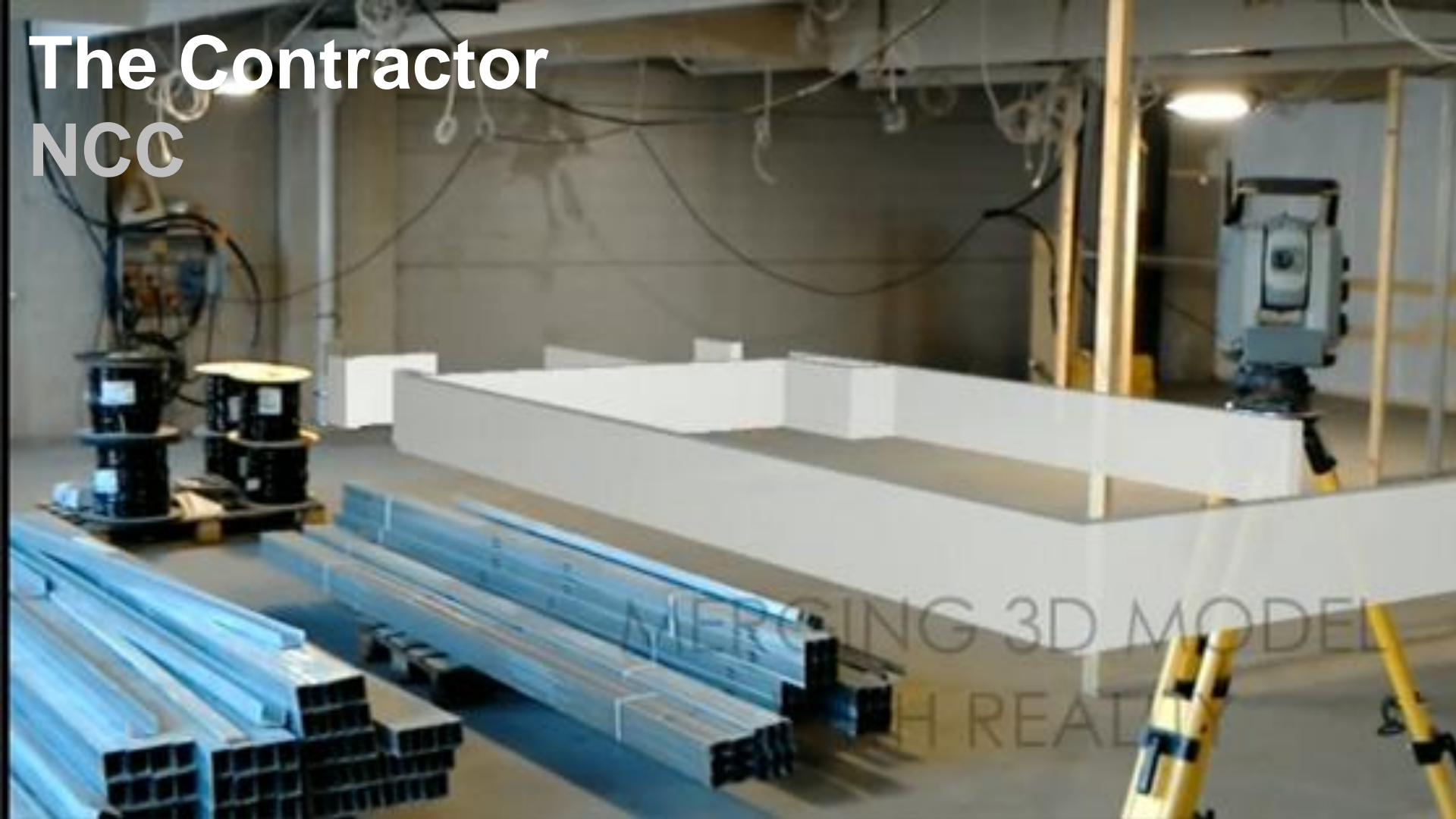
*Mixed-reality bridges the gap between the digital and the physical. Using this technology I can **make decision at the moment of inception, shorten design cycle, and improve communication** with my clients.*

GREG
LYNN
FORM

The Engineer AECOM



The Contractor NCC



MERGING 3D MODEL
WITH REAL





®

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