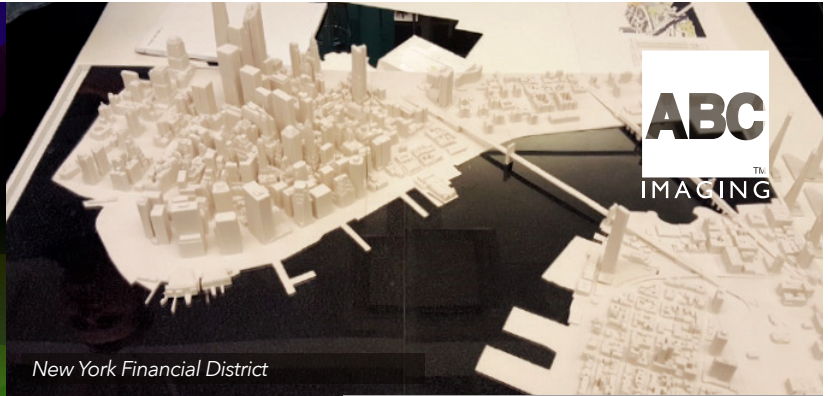


CASE STUDY:

# Create Impactful Presentations with 3D Printing



New York Financial District

## CHALLENGE

A large New York architectural firm had been commissioned to design a futuristic skyscraper that will be located in the downtown financial district. Their client requested multiple designs for review and the architect used graphic renderings and digitally generated Building Information Modeling (BIM) to convey their concepts. This style of presentation was good but made it difficult to get a sense of how the new building design fit into the surrounding architecture. The architect reached out to ABC Imaging's 3D Services to develop a better solution for presenting the design.

## ABC IMAGING'S SOLUTION

Working closely with the architect's BIM team, ABC Imaging set out to replicate a miniature version of the financial district with a realistic 3D model of the proposed building. **The concept building was created as a modular unit where the architect could easily change out the design and showcase it within the existing architecture.** The new 3D model presentation now enabled everyone to visualize the project's conceptual design as well as better understand scale, impact, and aesthetics within the environment. The model helped aid the community board's decision on which design would best fit into their downtown landscape without guesswork.

## RESULTS

- 1 ABC Imaging 3D services clients **get an experienced team** that can problem solve their project from start to finish. They can work with any file from a simple sketch to a complex wireframe.
- 2 Clients **save time and money** by getting their cost-effective models and display solutions from a single source.
- 3 Clients can **better convey their concepts and visualize how the project will fit into existing architecture**, meet community board requirements and make decisions without costly guesswork or rework.

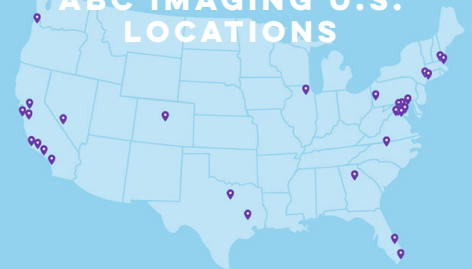
## ABOUT ABC IMAGING

ABC Imaging continues to be the leading provider of innovative printing solutions and unique services. It has grown to operate stores at more than 35 locations globally and employs more than 500 people. With our focus on innovative solutions, from print-on-demand to 3D printing and from on-site print management to building wraps, ABC Imaging has a simple mission—"Impress Every Client, Every Time."

## TO LEARN MORE

Contact your local ABC Imaging Sales Representative or the 3D Services team at: [3DHQ@abcimaging.com](mailto:3DHQ@abcimaging.com)

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ABC Imaging is always on the cusp of innovation and technology. We use our creativity and experience for your unique project needs. **Contact us today!**

Visit us at [abcimaging.com](http://abcimaging.com)