approachdesign

33 Rope Ferry Road
Hanover, NH 03755
p:: 603-643-5500
f:: 603-643-5501
www.approachdesign.com

Approach Design offers a variety of 3D visualization, simulation, and multimedia services to ensure any design or architectural endeavor generates the maximum degree of enthusiasm, recognition, and interest prior to physical realization.

We Deliver:

• 3D Modeling

Using 3D Studio Max 7 we are able to transform traditional blueprints, drawings, and 2D CAD files into virtual 3D models that can be used to produce still images, animations and navigable virtual environments.

• High Resolution Still Images

Once a model is created in 3D Studio Max, its surfaces can be textured and lit to mimic or match real world conditions.

Once textured and lit a model can be rendered from any angle using simulated, virtual, cameras and advanced rendering software to generate a photo-realistic still.

• Animation Sequences

After a model has been textured, lit, and rendered to a client's satisfaction a virtual camera can be animated to produce a "flyby" or "walk-through" that simulates a first-person tour within or around a building, object, or environment.

• Immersive Spherical Images

An immersive alternative to a rendered still image or animation is a QuickTime VR export. This file offers an interactive, panoramic view that allows one to look around an interior as if one was at a fixed vantage point within that interior.

The QuickTime VR file is well suited to multimedia authoring or online distribution.

• Interactive Environments

Using current 3D game technology Approach Design can export assets created in 3D Studio Max to generate a real-time, interactive, first-person, environment within a 3D game engine. Not only does this generate significant immersive impact but it gives the viewer the opportunity to test the "feel" of a given space or structure.

Clay Brook at Sugarbush, Warren, VT

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Residence, Hanover, NH

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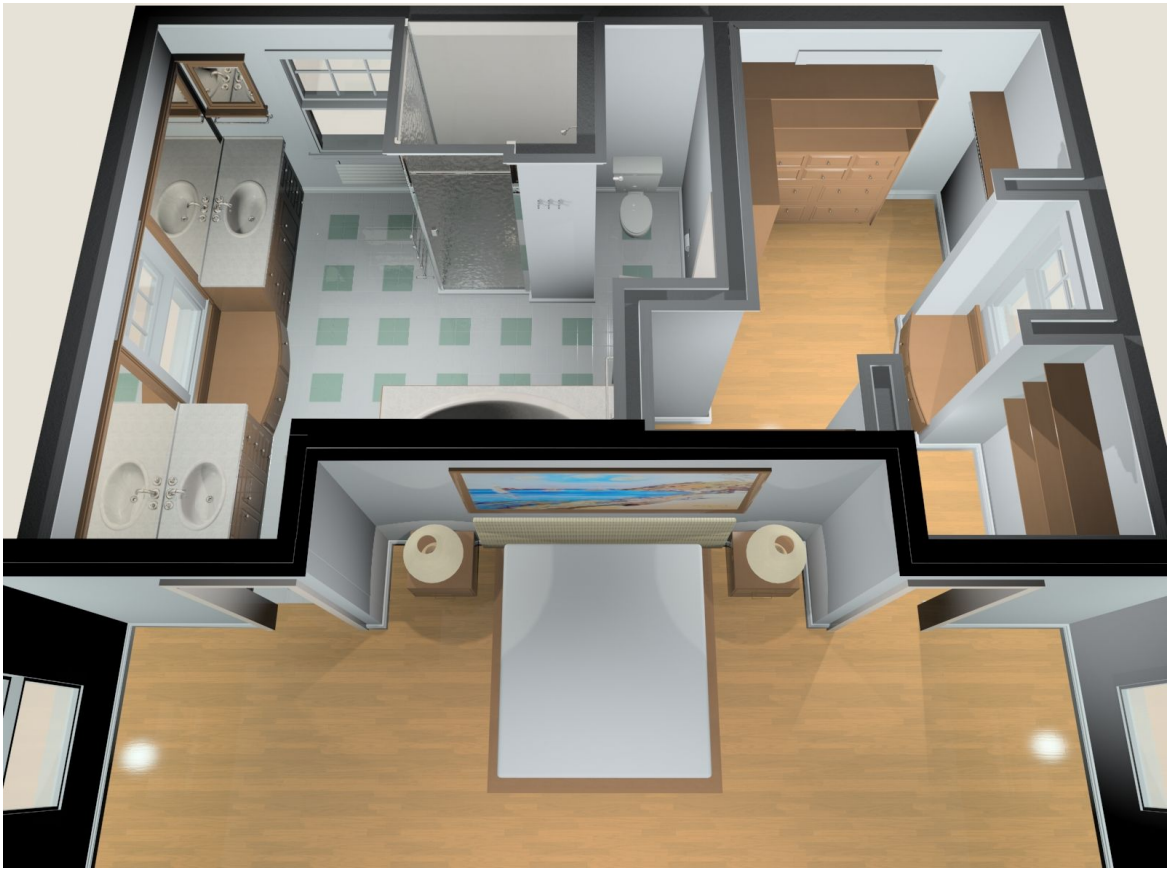
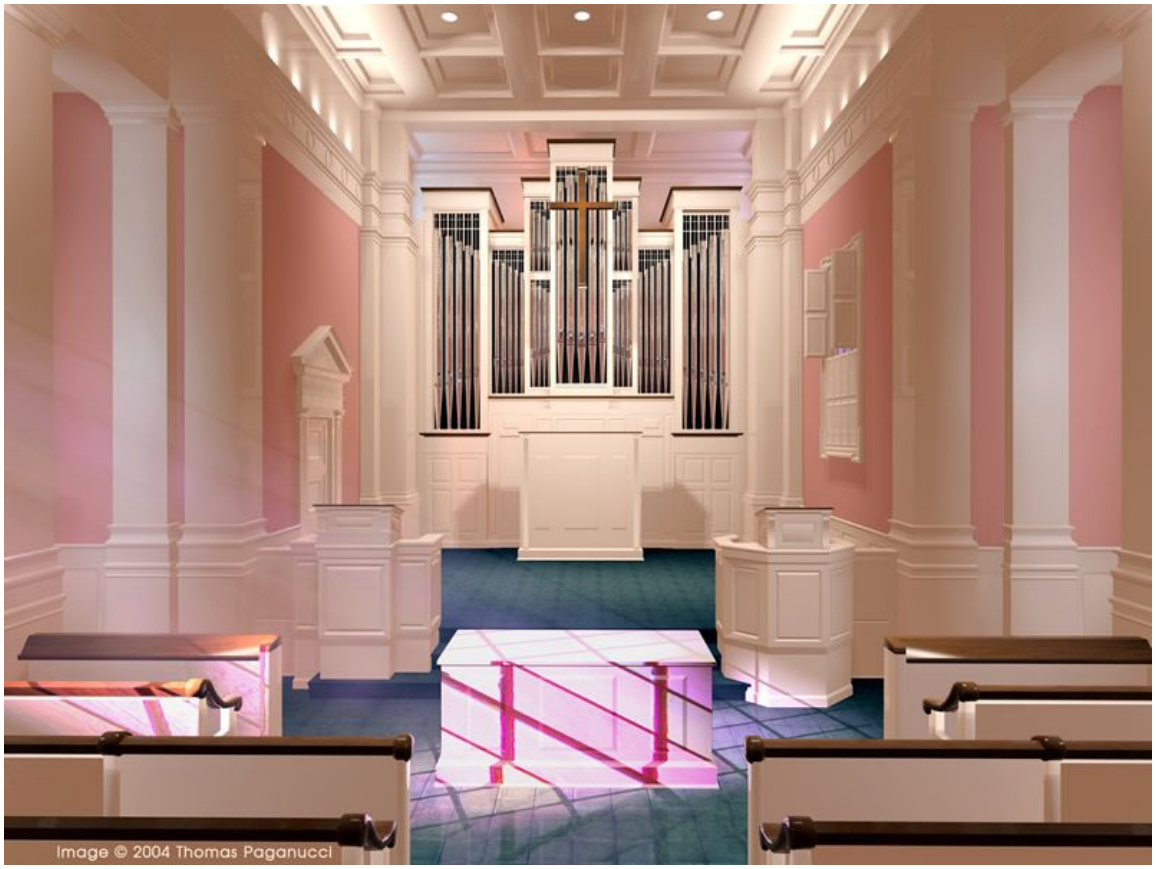


Residence, Hanover, NH



Organ Addition: Church of Christ at Dartmouth College, Hanover, NH

Condominium at Beaver Creek Resort, Avon, CO

Subdivision Modeling Test: Mini Cooper

Subdivision Surface Modeling: Kettle

Low-Poly Model: Boston, MA Circa 1775

Low-Poly Model: WW I Supply Truck

Low-Poly Model: Patriot for Unreal Tournament PC Game