

## OBM – 3D Models Win Business

For more than seven decades OBM has been designing resorts, commercial buildings and private residences. What started in the Caribbean islands in 1936 is now a global operation with offices and design projects all over the world.

### The Problem

Like many architectural design & development companies OBM had a problem when it came to communicating with their customers. Building scaled models was time consuming and expensive. Animations and renderings can leave many things up to the imagination and aren't always well understood. OBM was in search for a better and faster way to communicate in 3D with their customers.

### The Solution

The CEO of OBM contacted EMS about using a Z Corp 3D Printer for a current development project they were working on. EMS built OBM some 3D models that were presented to their customer. These models contained satellite imagery on a base with the new buildings under consideration rising up from the base in 3D. Not only was the customer very impressed so was OBM. In fact, OBM was so impressed they purchased their own Z Corp Z510 3D Printer from EMS. Since then OBM has been making models on a regular basis.

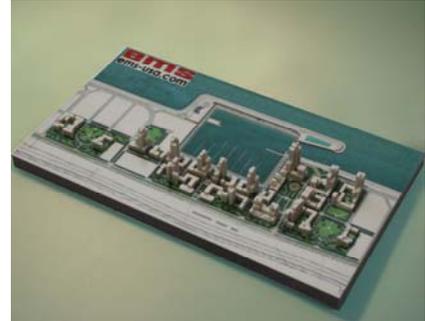
According to Robin Lockhart, a Senior Project Manager at OBM, "Our ability to communicate to clients in a way that they can comprehend is paramount. The mood of a meeting drastically changes for the better when we present the model to the clients...they are now on comfortable terms with the topics we are discussing, are very fascinated by the model and are equally impressed with us for presenting it."

### Conclusion

Users of Z Corp 3D Printers will tell you that pictures are worth a thousand words and 3D models are worth a thousand pictures. "Currently our work flow is evolving to include the model as standard practice. As the machine is relative new, I anticipate that its integration into our practice on a daily basis will promote better designs and value added product." continues Robin.

3D printed models help customers understand design intent and find problems early leading to more business for architectural firms like OBM.

Visit [www.ems-usa.com](http://www.ems-usa.com) for more information.



3D buildings overlaid onto satellite imagery printed on a Z510 3D printer



3D Office Layout



Residence model