

November 2019

Using Virtual Reality and Rendering Technology

Win bids by wowing your clients with 3D or virtual reality presentations

It's no secret that technology is constantly changing and advancing to impact our lives in major ways. The construction industry, and specifically the metal building construction industry, is no different.

It's time to get onboard with this new technology or get left behind.

Nucor Building Systems is using leading edge technology, which gives you the ability to turn a 3D BIM model into an immersive, real world experience for your customers. Virtual reality provides a better sense of scale than on-screen and paper models, and thanks to our advanced 3D rendering programs, you can see exactly what a building is going to look like before it's even built, ensuring there are no unwanted surprises along the way.

We offer a variety of dynamic 3D presentation tools that can transform your building ideas into a real-world experience. Talk with one of our teammates about trying one or more of these methods.



LEARN MORE!

Download this
Brochure



SketchUp & SketchUp Pro: 3D Renderings

Further enhance your 3D eQuote renderings by importing your file into SketchUp or SketchUp Pro. This will allow you to graphically enrich your building model by adding signage, landscaping, cars, and other 3D items to make your renderings as true to life as possible.



Google Cardboard: Virtual Reality

Using Google Cardboard you can have easy access to a virtual 3D rendering of your metal building. The VR technology lets you increase and decrease the size of your renderings as needed and provide a 360-degree view of your building.

Microsoft HoloLens: Augmented Reality

With HoloLens, you have the ability to walk around inside a 3D hologram of your building, fully untethered, so you will know exactly what to expect once construction begins. The headset contains multiple sensors, advanced optics, and special holographic processing that allows you to zoom, rotate and move through your rendering using simple hand gestures.

Oculus Rift: Virtual Reality

Using Oculus Rift, you can explore an incredibly lifelike holographic model of your building. With headgear tethered to a computer, you are placed virtually within a lifelike model your building and using a remote can move around freely.

