

The Idrawfast Total Solution

- Photo Montage
- Perspective drawings - computer generated
- Perspective drawings - hand-drawn look with computer generated flexibility
- Plan colour-ups
- Elevation colour-ups
- Full scale physical models - internally lit, full colour full detail.
- Computer controlled model lighting system - models that light each apartment at the touch of a button.
- Solid Crystal Models - made from Silicon Dioxide.
- Walk-through - Fly-through animations
- Animation - real moving people, composited presenters, full multimedia presentation.
- Apartment Designer - multi-scheme interactive perspective drawings with back end database.
- Display Suite and Retail Design Studies
- Corporate Lobby Design Studies
- Conversion of paper plans to electronic plans.

Element on Coolum

Sitting on the burgeoning Sunshine Coast this brand new development from Kevin Seymour of Revmist & SPB Property Development is being planned in stages. The perspective shown here is the pool area of stage one, which sits behind a new market at the front of the development. This development was designed by renowned architects 'The Buchan Group' and is being project managed by Comminos Cheney.



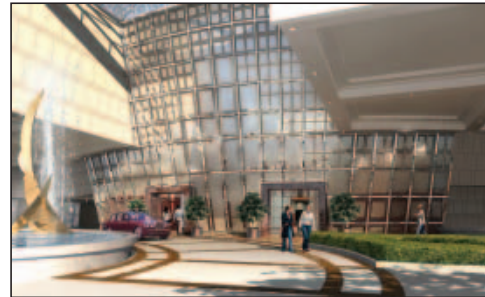
DesignEx

The 2003 DesignEx in Melbourne was a roaring success. This year Idrawfast exhibited in the Exhibition and excited a huge interest from the passing traffic.

Exhibiting a 1:200 scale model of the Baroque project, and continuously playing animations from Idrawfast, architects from all over the country and beyond were able to discover the full range of products offered by Idrawfast's Total Solution.



renderings|montages|artistsimpressions|plancolourups|perspectives|physicalmodels|animations&flythroughs



Brisbane enters the 'Baroque' era

Once in a while a project comes along that so daring and so outstanding that all the normal rules have to be thrown out of the window. Baroque is one such project.

The developer - Canham Properties run by Phillip Canham gave architect Kris Kowalski a dream brief - 'there is no brief' - come up with something that will change the landscape forever' and thus Baroque was born.

Baroque: 'typified by bold, curving forms, elaborate ornamentation, and overall balance of disparate parts'

Situated between Margaret and Mary Sts in downtown Brisbane Baroque is re-defining the ultimate in luxury and desirability of residential apartment. 160 apartments of breathtaking luxury.

Of course selling a concept of this calibre to the market requires presentation so compelling that it demonstrates the intent... Enter Idrawfast...

Idrawfast were contracted for the whole scope of work - from 15 perspectives, to three physical models - including an awesome 2.5 metre high 1:100 model, a

3 minute animation and a full set of plan colour-ups. As an extra Idrawfast designed and produced a travelling case for a 1:200 model of this unique project allowing the sales team to travel to places as far away as Singapore to present the style and opportunity of the Baroque project.

To see a copy of the Baroque animation please visit our website www.idrawfast.com/BaroqueAnimation. While you are there check out some of our other animations.

As the only company in Australia able to deal with the

entire range of requirements from the Developer, Idrawfast again shows the effectiveness of being part of the Total Solution.

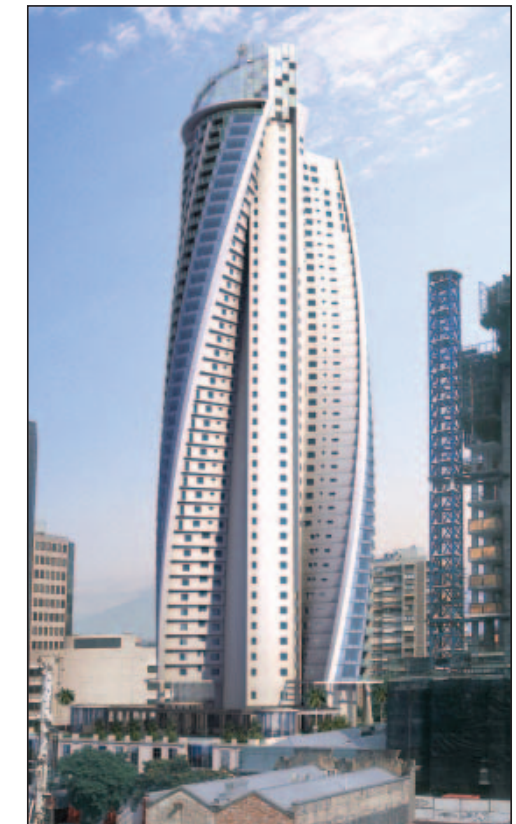
Here's what the developer and architect had to say about the team at Idrawfast:

"We are extremely impressed by the skill levels, commitment and dedication demonstrated by all members of your substantial team. We were all surprised by the number of personnel employed by Idrawfast. This, apart from their very obvious skill levels, would be one of the reasons why your organisation is able to provide quality product in such a short period of time."

Phillip Canham, Canham Properties Pty Ltd

"It was a privilege to meet and work with people so committed and so diligent and professional in their skills. We are very keen to keep a relationship with your organisation going on the strength of the skills and quality of the people you employ and the commitment to the client's needs and requirements you have displayed so far."

Kris Kowalski, Kris Kowalski Architects



Q U O T E

If you don't do it excellently,
don't do it at all.
Because if it's not excellent,
it won't be profitable or fun,
and if you're not in
business for fun or profit,
what the hell are you doing there?

Robert Townsend

Would you like? a quote more information to be on our mailing list

name: _____

company: _____

address: _____

email: _____

phone: _____

fax: _____

your profile: developer architect marketing other: _____

requirement details (if applicable): _____

- areas of interest:
- artists impressions
 - plan colour ups
 - physical models
 - animations/fly-throughs
 - apartment designer
 - _____

News in brief:

>>>We are on the move in Melbourne.

Last month it was Brisbane - now it is Melbourne's turn to move offices. Our new offices are very centrally located in South Melbourne at 394 Clarendon St South Melbourne VIC 3205 with the new contact numbers as follows phone: 03 9696 3466 fax: 03 9696 9388. We would also like to welcome Joanna Beddow to the team in Melbourne - a bundle of energy and enthusiasm to help drive the Total Solution.

>>>Idrawfast Modelshop.

Another CNC cutter for the modelshop was purchased. With demand growing day by day for physical models from idrawfast, idrawfast recently purchased yet another CNC machine to add to the array of equipment used in the production of models. With the aim to get a 14 day guaranteed turnaround on physical models, idrawfast have a policy of adding new equipment regularly to meet the increasing demand.



Idrawfast is Different!

You don't have to book a job in 6 weeks in advance

You don't have to wait three weeks for a quote

You don't need to send us the plans before we quote on a perspective

You don't need to deal with 3 or 4 different companies for your needs

apartment designer

One of the services provided by idrawfast on the Baroque project was Apartment Designer™. A sample of this can be seen on the preview website for baroque apartments - www.baroqueaustralia.com/preview.

Linked to a database, Apartment Designer offers a totally new and unique way to sell apartments. Firstly, the ability of offering a mix and match furniture and scheme perspective, where individual pieces of furniture can be selected and viewed within the perspective is proving to be a winner with



The technology uses a browser interface, allowing the users to put together their perfect apartment in terms of available choices with furniture that suits their style. The system will run within a display suite & as part of a web site.



sales agents. But also the 'back-end' database management tool that allows prospective purchaser behaviour to be logged and reported offers another useful way to secure sales.

The back-end programming on Apartment Designer tracks what the purchaser is looking at - are they more interested in upper levels or lower? Do they prefer 3 bedroom or studio apartments? Everything the client browses will be logged and offered in a report to the sales agent. This allows focused targeting of suitable properties and quicker and more effective sales techniques.

In addition to all of this, the Apartment Designer can be linked to a spinning model of the building that brings up the floor plans when the client clicks on any window, shows the price for that apartment, whether it is sold or available, and an overall floor plan showing it's location in the building.

If you think this exciting tool is for you send a faxed request to the office closest to you and one of our customer service people will contact you with an information pack.



Commercial, Sales Office Design & Retail Interiors

Don't just think apartments and buildings - idrawfast do other types of imagery and design as well - recently helping WDA Creative promote new concepts in display suite & interior design, idrawfast was commissioned to produce three images to visualize the ideas. Working with Idrawfast's own interior architect Zein Karamy, together we came up with the following ideas

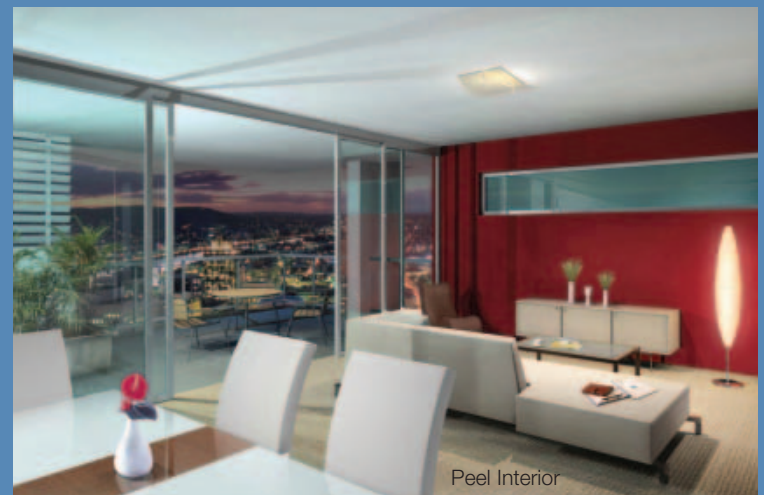
- >> Display Suites - forget the sterile boring display suite - think touch screen computers, plasma screens, crystal models. Think active.
- >> Retail - sick of the old humdrum main-street retail areas - think again - stunning designs to bring your retail area into the 21st century.
- >> Corporate Lobbies - for a different perspective.



Exterior & Interior of the Month:



Wattle Street



Peel Interior

Models up in lights!



Idrawfast have done it again - last month we told you about solid crystal models - this month we are introducing a brand new innovation for physical models - individual apartment lights. Using a high-end computer controller and software specially written by our in-house software developers, the model comes with a control panel that you enter the apartment number into and that apartment lights up. Combining internal walls within the model and the latest technology this innovation will help you sell your apartments quicker and make the display suite experience so much more interesting. *Innovation - that's what we're all about.*

snippet - interior

The project was commissioned by Paul Rathbone from Westpoint (187 Moray Street South Melbourne Vic 3205). The architect/designer is ML Design (Lvl 14/ 255 Adelaide St Qld 4000). The project is called Panorama Sky apartments. It's located in the heart of Brisbane at 333 Anne Street where it's close to shopping centres, theaters, cinemas, galleries, museums, the casino, and South Bank.