

Case Study

Client: JSC INTEKO

Interactive Model for JSC INTEKO

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The aim of this project was the planning and realisation of an interactive model for the Business Center Moscow for an Inteko booth. Visionate was significantly involved in the conception. Additionally Visionate conceptualized and produced three project films and an image film.



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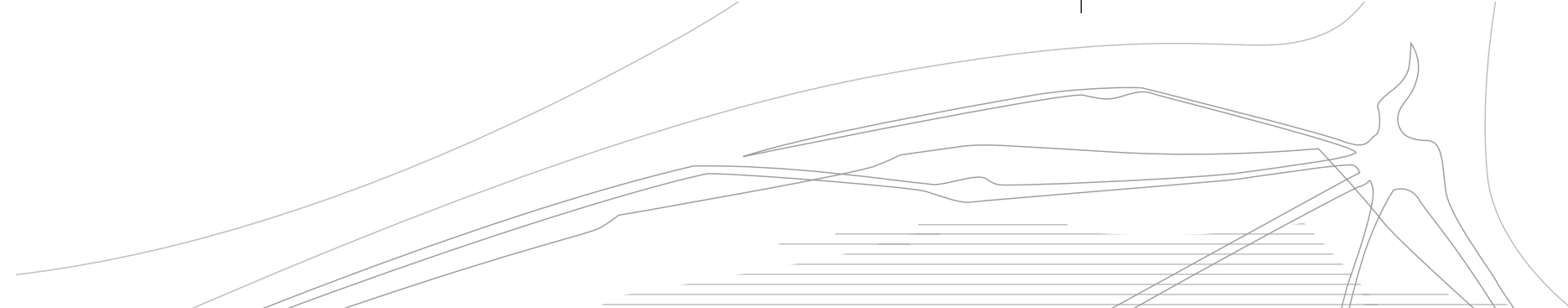
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Project Interactive Model and Application

About the Client:

Realisation

Client JSC Inteko
Project Duration 8 weeks (MIPIM) and 6 weeks (ExpoReal)

JSC INTEKO
 JSC INTEKO is one of the largest construction companies in Russia and has its main focus on housing

This project was developed in cooperation with the BRT Engineering GmbH. While the booth was designed and built by BRT, Visionate was responsible for the technical adjustment and realisation. Based on the interactive software which was developed by Visionate for interactive project models, an individual solution was created for the Business Center Moscow. The application consists of two parts -



Services Rich Internet Application, Digital Operational Concepts (GUI), Graphic Development, (Interactive) Film/ Video, Music, 3D Animation, Logo Animation, 3D Visualisation, Booth, Flex

Scope of Work The aim of this project was the planning and realisation of an interactive model for the Business Center Moscow for an Inteko booth. Visionate was significantly involved in the conception. Additionally Visionate conceptualized and produced three project films and an image film.

Technical Features

- Flex 1.5
- Lighting control

Conceptual Features

- Flex CMS system
- Framework for presentation of real estate projects
- CRM interface
- Offline usage possible
- Coordination with architects, booth builders, model builders, light technicians and sub-contractors

schemes in Moscow. In addition to the construction industry, JSC INTEKO is also involved in agribusiness, the chemicals- as well as the cement industry. The company has a joint venture with the BRT Engineering GmbH, Germany.

one for controlling and one for further interaction with the model. An interface allows controlling different lighting functions of the model while the user interface allows to access information and data. The content includes photos, architectural drawings, cuts and texts amongst others.

Visionate also delivered a draft and concept for a project trailer which was afterwards produced by Visionate as well. The trailer was produced from images, drawings and film material and included a logo animation. Crossfadings, zooms, text animations as well as the composition and production of music and computer generated animations were used in the final production.

