

High-tech innovator brings 3D models to life

edddison gets customers, designers and managers to stop being spectators and start communicating interactively with virtual 3D models. Viewers can walk through a planned project or take a seat in a futuristic car model. The smart technology even allows non-technical users to work with the displayed objects almost as if they were playing a game.

edddison is a hardware and software tool which can be integrated seamlessly into standard 3D software like Autodesk Navisworks, Unity 3D, Autodesk Stingray or SketchUp and others. It allows users to create interactive applications without programming skills and makes planning and presenting buildings or objects as easy as playing a game.

Users can interact with and navigate through 3D data using a tablet, touchscreen or special solution, such as the edddison tabletop.

Why edddison? A new dimension of 3D visualization

Nowadays, interactive 3D visualizations are a widely used means of presentation. Yet, so far, they have lost much of their charm because they are difficult to navigate with mouse and keyboard and they are limited in terms of use. edddison makes these constraints a thing of the past. Its intuitive and easy handling opens up a completely new dimension of 3D interaction.

Until recently, this technology has been the preserve of large, well-heeled companies. edddison has now succeeded in standardizing its product and thus can offer its customers this technology at an affordable price.

edddison offers architects, builders, the automobile industry and other representatives of the manufacturing sector a simple and attractive alternative to static product presentations. edddison provides planners, sales teams and marketing managers with a presentation and sales tool which they can use to not only directly involve their partners such as customers, managers and stakeholders in the design and decision-making process, but also to get them excited about their product in a new and fascinating way.

About edddison – The technical details

edddison is a hardware and software tool running with your favorite 3D software. The 3D view can be controlled remotely by mixed reality systems (physical objects) or touch devices (tablets). The system is open for third party hardware and software products.

The platform consisting of **three components**

1. the **plug-in**, which is available for 3D software, such Trimble SketchUp, Unity3D, and Autodesk Navisworks (others to follow);
2. the **editor**, which also allows non-technical users to develop interactive 3D applications in no time;
3. and the **hardware**, which navigates the 3D view. This can be a tablet PC, a touchscreen or a mixed reality system.

edddison behind the scenes

Headquartered in Graz, Austria, the creative firm KOMME®Z, which was originally founded by Thomas Kienzl as a visualization agency, began developing a real-time 3D system about 10 years ago. A team of architects, creative types and software specialists headed by the company's founder wanted to bridge the gap between "old technologies", like models and drawings, and the new, digital technologies. These efforts resulted in the MRI (Mixed Reality Interface), which quickly captured the attention experts, establishing the company as a pioneer in the field of interactive 3D solutions.

Over the following years, the development team primarily focused on creating individual customer projects and standardizing the product. With the market launch of edddison, a brand-new, smart technology is now available, one that is not only affordable for small companies, but one that represents a major step in the presentation of 3D content.

The company has already accomplished quite a lot: it has implemented quite a number of impressive customer projects, won prestigious awards and presented at globally renowned trade shows.

edddison's mission is to give users the tools they need to create, design and present 3D content on their own.

Contact

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