



RAMBOLL

DIGITAL SERVICES VISUALISATION, AUGMENTED REALITY (AR) & VIRTUAL REALITY (VR)

There has been a massive ongoing development in visualisation and virtual reality solutions over the past few years. These solutions are now an integrated part of Ramboll's building projects. Visualisations are very important when a design concept is communicated to project stakeholders.

Visualisation and user involvement

Clients, as well as other future users of a new building, are in focus during the user involvement. It is Ramboll's responsibility to ensure a successful balance between wishes, needs and requirements. To support this process, Ramboll uses co-creation and visualisations. The technology available today has made the process faster and more powerful. This can be seen for example in the use of 360 degree pictures and Virtual Reality. They optimise the user involvement process and provide the basis for a common understanding.

Co-creation

To ensure that a final product is according to clients wishes, Ramboll uses the co-creation approach. Co-creation is about activating project stakeholders for integrated collaboration and sharing of ideas and knowledge. This form of cooperation and creation process is valuable for all parties, giving joint engagement and common innovation.

Ramboll's visualisation solutions

- 3D common design models. They are used throughout the entire project lifecycle to visualise and communicate design solutions.
- 360 degree pictures presents a project as 360 degree panorama renderings, to be viewed using cardboards and mobile devices.
- 3D PDF is a PDF file with a 3D model included.
- Virtual reality models based on projects 3D design models.

- Ramboll Projects App is an app presenting projects through Virtual Reality, Augmented Reality and Visualisation.
- 3D models in Google provide a way to view and share your design models in the real environment.
- Renderings and creation of photorealistic pictures for sales material.
- E-On Bentley LumenRT is 3D communications software designed for infrastructure projects.

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