

xD Building Conceptualizer V1.0 Released

Wisdom to design your world

Objects to build your world

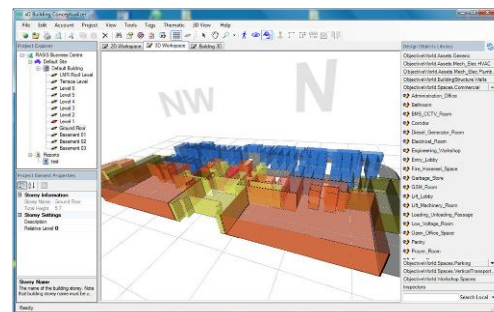
Intelligence to make it happen

In conjunction with the Dubai FM Expo 2010 and their Middle East partner, Langmead Associates, Objective World have pleasure in announcing the release of version 1.0 of their premier tool for conceptualizing site and building designs, the **xD Building Conceptualizer**. The tool is one component of a holistic approach to total facility creation and management that Langmead is spearheading with their Integrated Project Delivery (IPD) product offerings.

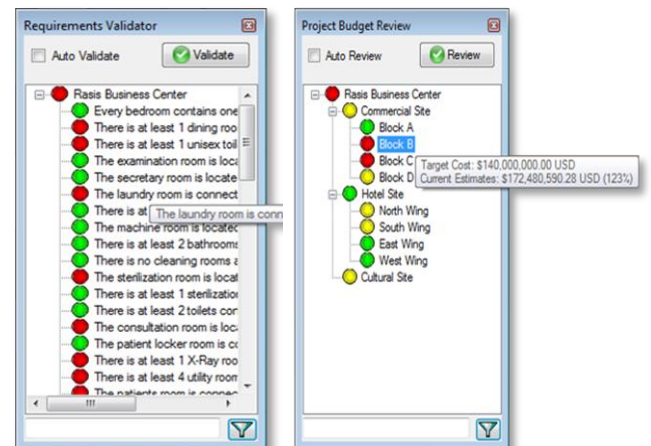
Traditionally the project delivery pipeline has been populated by stakeholders and processes with little regard to the integrity of information needed to be transferred down the pipeline. Technology limitations, vested interests and contractual concerns have all conspired to compartmentalize information generation into a series of “stovepipes” with very limited transfer between. With their synergistic range of product offering covering the full facility lifecycle, Langmead are putting their holistic vision into practice in the Middle East market.

“Nowhere is it more important to get it right than the beginning of a project, where upwards of 80% of the project cost is decided and value engineering has the biggest impact” stated Doug Langmead, principal of Langmead Associates. “xD Building Conceptualizer, together with the ability to actively monitor requirements against the evolving building information model, gives us the tools to get it right from the beginning, and monitor requirements over the whole project, all the way into facility management”.

xD Building Conceptualizer is a semantically rich 3D tool for rapid prototyping of buildings and site layouts. With features including rapid assembly of building spaces, libraries of intelligent objects, automatic quantity takeoff and cost estimates, a collaborative web interface and active requirements checking, xD Conceptualizer is perfect for the Langmead team to engage customers throughout the Middle East region.



“We have worked with Langmead to address the fundamental structural problems that are so prevalent in building lifecycle management. Without doubt, the drive and determination of Langmead has provided the industry a viable solution suite to address many of those problems” stated Dr Peter Key, CEO of Objective World. “We look forward to the opportunities that will present themselves and the value we can add for Langmead clients”.



Bahrain Investment Wharf, a Bahrain based land developer, have already benefited from the integration of information possible utilizing Objective World products. "The 3D environment of xD Land Development Explorer has significantly increased the visibility and usability of our land plot information," said Mr. Muhammad Al-Durrah, chief executive officer, Bahrain Investment Wharf. "Land development often involves a great deal of information. xD Land Development Explorer provides us a visual interactive way of managing plot information, making relevant data available to the right people at the right time”.



Turning knowledge into wisdom

Continued..... xD Building Conceptualizer V1.0 Released

xD Building Conceptualizer is part of the Objective World **xD Building Lifecycle Enterprise Suite** of products, providing a common platform for management of information over the complete facility lifecycle. These products integrate with the multi-dimensional process view incorporating the **Design-8**, **Facilit-8** and **Hybern-8** processes offered by Langmead for integrated project delivery. We are proud to be supporting Langmead in their mission of applying innovative business intelligence to deliver enhanced, controlled and sustainable property lifecycle performance to the Middle East market.



Come and visit us at the 2010 Dubai FM Expo and imagine the possibilities....

Contact:

Thomas Cheah, Chief Technology Officer
Objective World Sdn Bhd
thomas.cheah@objectiveworld.com
www.objectiveworld.com