



## Visualization Team takes 3D approach to client solutions

If a picture is worth a thousand words, a computer animation must be worth a million words...and millions of dollars in awarded contracts.

Using computer-enhanced or -generated video production, simulations, animations and illustrations, the Viz Team, which includes staff from several CH2M HILL offices, helps business groups across the firm present their ideas clearly and effectively to prospective clients and project stakeholders.

"In today's competitive environment, 3D visualization services are considered standard in proposals that

win contracts. They've been proven effective in convincing decision makers regarding the value of design ideas," said Tom Hamilton, Visualization Team manager. "Project managers who use computer modeling and animation in their interviews have a distinct competitive advantage over those who don't."

Competitors also use such services, so the Viz Team stays at the cutting edge of technology to produce results that are highly effective—and cost effective, too. Recent projects have come in between \$2,000 and \$40,000—the latter for an

awarded project worth hundreds of millions of dollars.

"Computer visualizations translate concepts that could take days to explain in words or on paper into easy-to-understand representations. They illustrate solutions to a client's challenges and show what the end result will look like," said Hamilton. Taking designs into another dimension can also help dispel stakeholders' concerns of how a project may affect their neighborhood or business location.

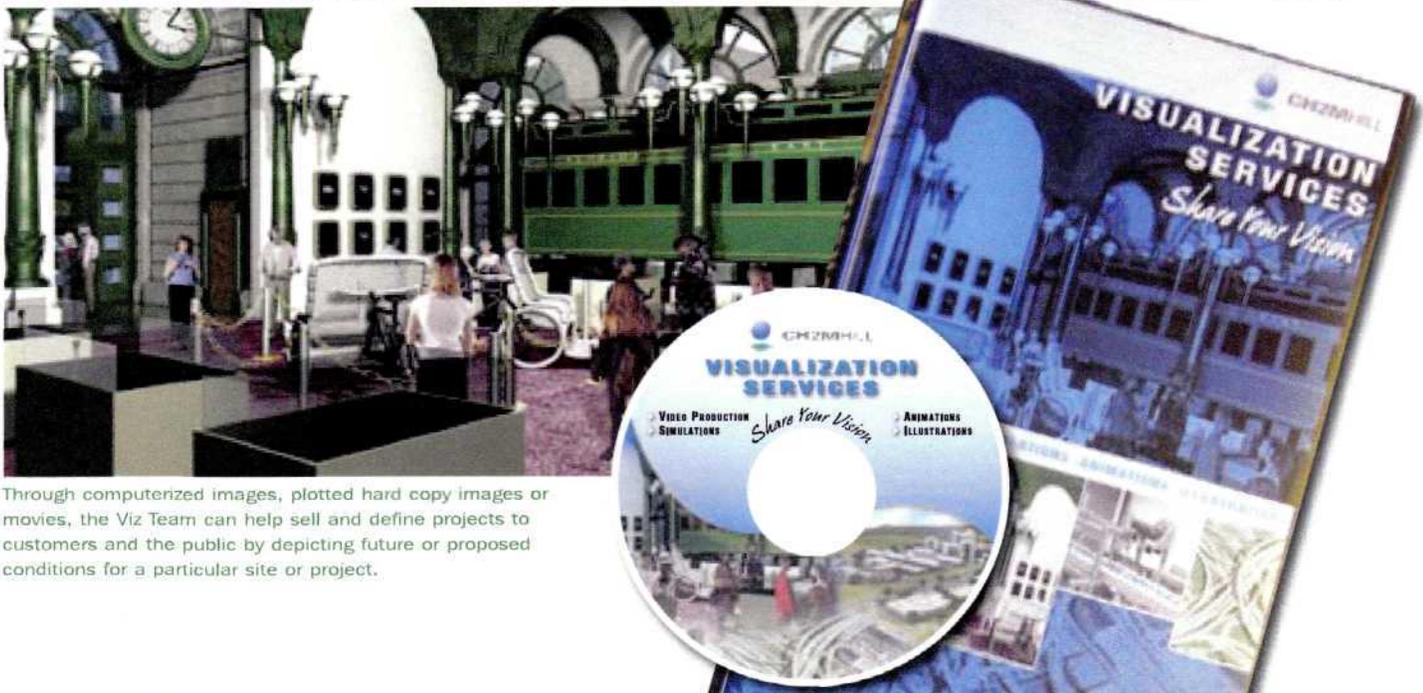
Call on the Viz Team to:

- Communicate complex concepts

- Communicate project ideas more effectively
- Share the project vision
- Engage the audience
- Examine alternatives of the same design
- Address public involvement issues and concerns
- Provide risk management scenarios and simulations

To learn more, contact [Tom Hamilton@ch2m.com](mailto:Tom.Hamilton@ch2m.com), or, if you have access, order the Visualization Services DVD from The Mall on the Virtual Office.

**MORE ONLINE**  
<http://projects.ch2m.com/unlimited/>  
 View a portion of the Visualization Team's DVD online in e-Unlimited.



Through computerized images, plotted hard copy images or movies, the Viz Team can help sell and define projects to customers and the public by depicting future or proposed conditions for a particular site or project.