



BuilderMT “Virtual Design Center” VDSee® Implementation Manual

Here’s a Step-By-Step Guide for launching your new BuilderMT Virtual Design Center: VDSee. In order to create your customized Virtual Design Center and product options catalog, we created a simple process for submitting building plans, images, and product information (such as SKUs, colors, finishes, and product names). With these items, BuilderMT will create your customized VDSee, where just your options are 3D modeled within your home and room plan scenarios.

To begin creating your product options catalog, BuilderMT, 888.757.1991, to provide your company name, the VDSee product you are purchasing, and the contact information for a “point person” at your company who will oversee the catalog-creation / website branding process. View22, our technology provider, will be your contact for the technical aspects of this process. They can be reached at 905-695-3471.

Step One: **Submit Your Company Logo**

As an email attachment to, send your company logo in a “vector file” format, e.g. an EPS or AI (Adobe Illustrator) file.

Step Two: **For Whole house Fly-Through Options**

BuilderMT also offers two options for whole house fly throughs: VDSee¹ (3D images of the interior rooms of your home or the exterior of a home; the rooms will be empty, and the exterior will have one siding type) and VDSee² (3D images of the interior rooms of your home or the exterior of a home; rooms can be populated with non-branded carpet, furniture, cabinets, fixtures, and interior decoration / exterior features).

Samples of each of these styles of fly-throughs can be found at the www.BuilderMT.com/VDSee.

To create your VDSee¹ or VDSee² 3D fly-throughs, simply send your plans in electronic form to View22 or as printouts to View22, 100 Granton Dr., Unit 2, Richmond Hill ON, Canada L4B 1H7. BuilderMT will create your flythroughs. For purchasers of VDSee², BuilderMT will populate your plans with typical furniture, appliances, and household items.

Step Three: **Select and Submit Your Plans**

If you have purchased VDSee³ or VDSee⁴ (3D images of interior room scenarios -- baths, kitchens, home theaters, living rooms, exercise rooms, etc.) users can swap out options and run what-if scenarios, with a real-time options cost calculator on screen. So,

BuilderMT needs to build out an options catalog with your options and prices. (Note: additional catalog creation costs apply)

Select the specific elevation, floor plan, kitchen plan or bathroom plan (as an actual printout, PDF, or electronic scaled rendering) that you want modeled in your 3D walk-through VDSee Showroom. If you have these in CAD format, the files can be emailed View22. If you have these plans just on paper, BuilderMT will scan them for you. Send paper plans with your company name clearly marked to View22.

Step Four: **Select Products in Six Categories**

There are eleven product categories where your options can be modeled and placed into your customized VDC:

- Appliances (Kitchen)
- Fixtures (Kitchen & Bath)
- Cabinets
- Flooring (including carpet)
- Countertops
- Faucets/Fittings
- Walls finishes (paint, wall paper)
- Window styles
- Door styles
- Molding
- Fireplaces

Using the list below as your guide, please assemble any available information you have on options in these categories.

If you offer these options in groups or packages (such as "good / better / best" scenarios), please notify our team in your correspondence, as we can assemble these option groups to be inserted into a house plan or a room plan with "one click."

For each product in each category, we will require the following information and files:

- JPEG image of product, at 128 x 128 pixels
- Product name
- Image name
- The colors you offer for each product
- The finish you offer for each product

If you offer a product multiple times, but the colors and finishes vary with each offering, we need all the options information, but just one picture of the item.

Step Five: Submitting Product Data

Using the data fields available an Excel Spreadsheet (we will provide), please enter product information for each option you offer. The form requires:

Product codes / SKU number for each product

- **House Plan or Showroom Name** (e.g. "New England Cape #4" or Seacoast Kitchen #3). We will use this name to reference your showroom
- **Product Code** (35 characters or fewer). This is how we will identify your product in the application catalogue. The Product Code can be your own code or the manufacturer's code. It is an entirely arbitrary assignment.

- **Image Reference** describe which images link to which cabinets, countertops, floors & appliances. For example, when submitting a photo of a granite texture sample, indicate that it refers to GTS.123.JPG, so we can match the photo to the product.

Step Six: Submitting Supporting Materials

The information required from Steps 1-4, will allow BuilderMT to "3D model" your options. But supporting information is often needed. Please review and submit these various materials:

- **Capture and Submit Texture**

Samples - For any VDSee beyond the fly-throughs, we need to show the full range of your textures. So, please submit digital photos of your textures (wood, tile, steel, solid surfaces, etc.). Shoot close-up digital pictures--from 12 inches away--of the textures of your options: floors, countertops, metal finishes, cabinet surfaces, etc.) Ideally, for texture samples to be represented in the best light, please provide straight-on images with no perspective (no angle); show one full pattern in your picture (see illustration, above).

- Sample size should be a minimum 256 x 256 pixels and must include scale. Acceptable texture formats include:
 - BMP
 - JPG
 - TIFF
 - GIF

- If none of the above information is available to you, please contact a BuilderMT representative and we will work with you to create catalogue items for each of your options, and package those options into "click-to-

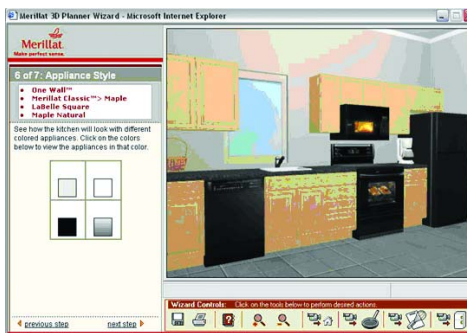
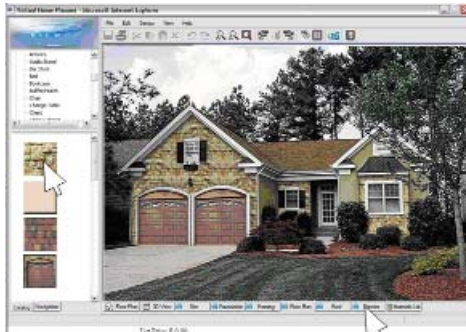
adopt" option offerings. You can even send us the actual item (cabinet door, carpet swatch) and we will model it for you.

Step Seven: Testing the Submission Process

Before loading *all* your product data and submitting all your plans, we suggest taking just one plan and just one set of options to walk through this process. After the items are uploaded and "beta" version of your 3D Showroom is loaded onto the web for testing, then proceed with the submission of your remaining items.

**Step Eight:
Beta Testing Your Showroom**

Once your catalog is complete, the 3D virtual design process has a user design interface that looks like the illustrations below.



Sample Complete 3D Rendering

Your whole-house 3D rendering, or your Kitchen or Bath Showroom will look something like this (see illustration below) once your products are modeled and "virtually installed."



**Step Nine:
Deploying Your 3D Showrooms and
Training Your Staff**

The tools to control perspectives or camera angles and drag and drop products are very easy to use and intuitive but we recommend your staff explore navigation and the available tools on existing sites such as HGTVPro or Kohler.com and experience the power and control over the 3D models.

These eyes-on and hands-on experiences will help your team understand what tools and control you want to build into your own custom 3D experience. As part of your purchase, a BuilderMT specialist is available for training, as well.

**Step Ten:
XML Report Generation**

Some VDSee offerings includes the ability to generate XML reports that can be exported directly to identified tables in your back office system or purchasing and accounting software. The specific product selections made by the client (or with assistance from your sales agent) can automatically populate the correct fields in option selection and contractual documents as well as pre-populate fields in Purchase Orders.

Gallery of Samples

See below for a gallery of samples of acceptable product, texture, and plan renderings. These can often be obtained from the manufacturer or distributor's website.

BuilderMT's technology partner, View22, has thousands of building products already modeled in 3D that are available at no charge to BuilderMT's clients. However, they are manufacturer specific not generic. Please ask your representative for an updated listing of all the manufacturer names and products available.

Appliance Fronts



With these appliance front images, BuilderMT's VDC capability enables full 3D modeling of any appliance in correct dimensions and with a true perspective view.

Cabinet Front Sample Digital Photos

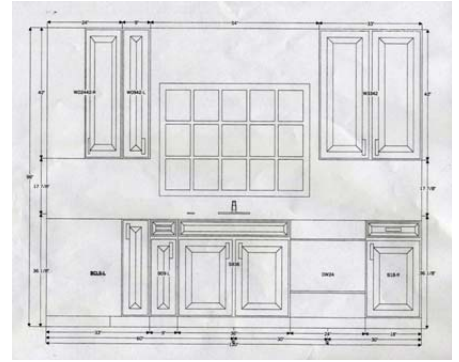


- Be sure to include drawer style in all photos.
- If the cabinet is framed, please include the frame in your image.
- Include dimensional information.
- If the cabinet has glass, please provide images of the glass in the cabinet setting.

Flooring Sample Digital Photos



Kitchen Plan Elevation



An accurately dimensioned 2D Kitchen elevation will be turned into a full color 3D kitchen plan, however, we need all wall elevations and a floor plan.

Kitchen Plan Perspective



This 2D kitchen perspective will be "modeled" into a full 3D tour with the product photos, information supplied by your company.