

[Print Page](#)

BuilderMT Introduces VDSee(R), the Building Industry's First, Affordable, Web-Based, Interactive ``Virtual Design Center''

Source: Business Wire

Publication date: 2005-10-20

Homebuyers, Sales Agents, & Builders Can Use the Web to Manage Option Selections and View Scaled, CAD-based, 3D Images of House and Room Scenarios

BuilderMT, the nation's leading provider of production management software for residential homebuilders, today announced it has launched a remarkably versatile, affordable Web-based Virtual Design Center for home builders. The new Web-based "Virtual Design Center," called VDSee(R), offers anyone with access to the Web--including buyers, sales agents, or even web surfers shopping for homes--startlingly real, fully scaled 3D images of whole-houses, house exteriors, or specific rooms (like kitchens, baths, or home theaters). Users can use VDSee to "walk-through" rooms, "fly" around the house, and even--by using just a computer mouse--change options and features, as they "populate" the images with products from the builder's private product option folders. (Visit BuilderMT.com/VDSee for more information and brief fly-through samples.)

VDSee is a CAD-based system, so 3D images of any home or room can be created directly from CAD files or drawn plans. VDSee's interactive 3D images are ideal for the home-selling and options-selection processes, but VDSee is also a highly effective tool for imaginatively marketing available home models during pre-sales. Indeed, a home does not have to be physically built to be fully and realistically rendered in VDSee.

Anyone with access to the Web can manipulate VDSee images to "populate" room and house scenarios using easy drag-and-drop functionality. In real time, users can virtually select and install any builder's option--from brick exteriors and siding, to appliances and tile. Homebuyers can work alone on their computers, or in collaboration with sales agents. As users populate room and house scenarios, powerful VDSee data collection engines can feed product procurement data to purchasing and scheduling software. Builders who deploy VDSee can easily set rules to restrict what changes can be made to a home or room plan. If changes are made, they are automatically reflected in CAD. House or room scenario can be "saved" and revisited on any browser in a password-protected site.

Builders can rest assured that technology behind VDSee is well-tested. BuilderMT's 3D technology partner, View22, has already been used by over one million users as the virtual-design and options-selection tool hosted by such premier sites as Kohler.com, Merillat.com, BobVila.com, HGTV, and many other consumer and professional web sites.

"Many builders have wanted a virtual design center, but to date the price has been prohibitive and

the functionality static and limited. We have introduced an affordable alternative that is fully scaled, CAD based, and fully interactive," said Tom Gebes, President, BuilderMT. "Our market research clearly shows that builders will welcomed VSee with open arms, because it serves so many functions: option selection management, option upsell, change order management, and most of all the 'wow factor' that buyers experience when they visit the builder's website and see this spectacular 3D capability at their fingertips."

About BuilderMT

For large and medium-size homebuilders in the \$250 billion homebuilding industry, BuilderMT provides highly customizable building process management software that works in tandem with Sage Timberline Office accounting and estimating software, systems used by one in four of the Builder 100. BuilderMT has been purchased by over 534 corporations and 3,800 individuals to manage over 175,000 housing starts annually, more than 15% of the new home market. BuilderMT's business partners include Timberline (London: SGE.L), Nextel (NASDAQ: NXTL), and Research in Motion (Nasdaq: RIMM; TSX: RIM). BuilderMT is widely recognized as a leader in process-driven, best-building-practices for builders, as well as customer service, warranty applications, on-line training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a debt-free, highly profitable company that puts its profits back into the infrastructure and software development. To learn more, visit www.BuilderMT.com, or call (888) 757-1991.