



blue marble project

3D Computer Modeling Services
for Building Product Manufacturers

a division of igloo studios, inc.

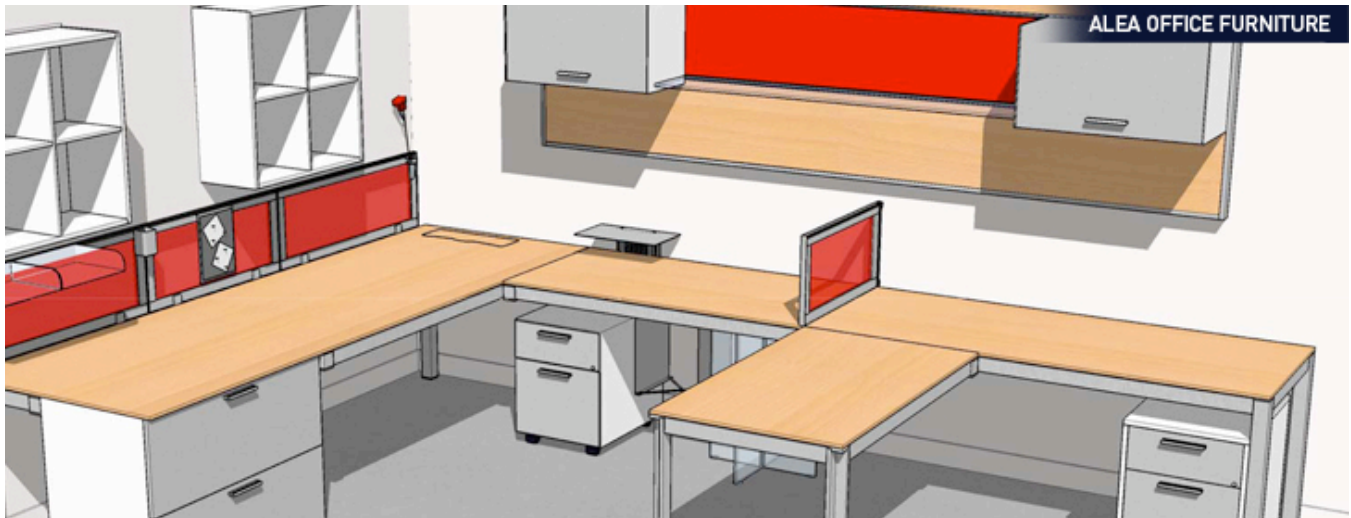


BLUE MARBLE PROJECT

The Definitive Source for 3D Modeling Services

Blue Marble Project (a division of Igloo Studios, Inc.), is one of the leading developers of 3D models for the Google 3D Warehouse and Google Earth. Recognized as experts in the 3D software Google SketchUp, Blue Marble Project designers build models of places and products and help clients develop strategies for capitalizing on those assets. We combine this unique expertise in Google SketchUp with our architectural proficiency to create high-quality models that are also useful within design and planning workflows for AEC projects. Blue Marble Project models complete product catalogues for Building Product Manufacturers to drive product specifications and large scale building developments for Architectural and Real Estate Development firms. Samples can be obtained at www.bluemarbleproject.com.





GOOGLE SKETCHUP AND 3D WAREHOUSE

A Powerful Visualization Solution

- as published in Home Energy magazine

A growing number of companies

providing products and services to the architecture, engineering, and construction (AEC) industry are diving into virtual reality. For instance, Whirlpool Corporation has a division dedicated to translating its entire product catalog into digital 3D files, while McGraw Hill Construction has created a platform to distribute 3D files from building product manufacturers seamlessly online. And wouldn't you know it... Google is at the bottom of it all with Google SketchUp and the Google 3D Warehouse.

Google SketchUp is a 3D modeling program. SketchUp has enjoyed widespread adoption by AEC industry professionals, largely due to the fact that SketchUp is easy to learn, and integrates with nearly every major 2D and 3D CAD application. People use it for designing, problem solving, a what-if tool, a consultation aid, brainstorming tool, and some users even call it therapeutic. Apple calls it "deceptively simple." Companies such as Whirlpool and McGraw Hill use SketchUp as a platform to quickly and inexpensively build product catalogs that can be shared online.

The Google 3D Warehouse is the online repository for storing and sharing 3D models that can be uploaded and downloaded by SketchUp users around the world. The 3D Warehouse, allows designers to easily drag and drop real products into existing 3D computer design "sketches". The Best part is that both SketchUp and the 3D Warehouse are Free!

The number of companies participating in the 3D Warehouse has grown rapidly in 2007. The rise in participation is largely due to the fact that it is necessary for companies to utilize the Warehouse to remain front-of-mind during the design and build process. This is the strategy: Companies supply professionals with virtual products early in design development, increasing the odds that designers will specify the products later during construction documentation. The standard marketing strategies such as banner advertisements and email newsletters are far too limited in their ability to engage the end user, compared to what's possible with 3D Warehouse. Creating 3D models as well as educating designers on how to leverage those models offers a new opportunity for meaningful interaction online.

Imagine how incredibly useful these tools really are: An architect working a late night is faced with the need to outfit an entire home with realistic skylights. She can either spend the next several hours researching and precisely modeling those skylights herself, or she can visit to the 3D Warehouse, search for 'Velux,' and drop the skylights into her design - all in a matter of minutes. Think also about the general contractor on-site who is struggling to see how a construction detail of a particular installation will actually translate in the field. In this instance, a 3D SketchUp model of the construction detail of a real-world product cuts down on the waste of time and the potential for error.

During its first year of existence, the 3D Warehouse has attracted over 75 companies offering some or all of their product catalogs as SketchUp models. Designers can find anything from Marvin windows and Whirlpool ovens, to Tyvek house wrap and Sherwin-Williams paint. However, there are a large number of big and small brands that haven't taken advantage of this unique tool, due either to a lack of awareness about this trend or a lack of resources to create 3D assets.

Fortunately for manufacturers, there are two factors of production that are shifting in their favor. First, specialized individuals and companies are stepping forward to offer SketchUp modeling services, sparing manufacturers the added expense of developing, hiring or contracting that expertise in-house. Second, SketchUp's rapid rise in popularity amongst professionals in the AEC industry has caused the development of software tools that can convert the SketchUp file format (.skp) into the majority other 3D file formats. This means that companies can develop and maintain a single digital product catalog on the 3D Warehouse, and use it to service the needs of designers working on a variety of 3D platforms.

We expect the widespread adoption of the 3D Warehouse by designers and builders to continue in 2008. It will be essential for brands to play a new role as marketers. In order to have a meaningful conversation with target audiences, brands will look to create tools that help professionals on the job.

- Mike Tadros
President, Blue Marble Project



BLUE MARBLE PROJECT CASE STUDY - Whirlpool Corporation

Go Beyond "Status Quo"

Whirlpool has been a strong brand name in households around the world for decades. Their efforts to reach consumers and design professionals have obviously worked: Not too many other companies in the world can boast yearly revenues of over \$18B. However, Whirlpool reached the top of its industry by remaining ahead of the curve. When we first met Mark Johnson, FAIA, Senior Manager Architecture & Design Marketing for the appliance giant, his focus was to find out what more his company could be doing to interact with and assist design professionals. In their drive for continuous innovation Whirlpool wasn't satisfied with the status quo.

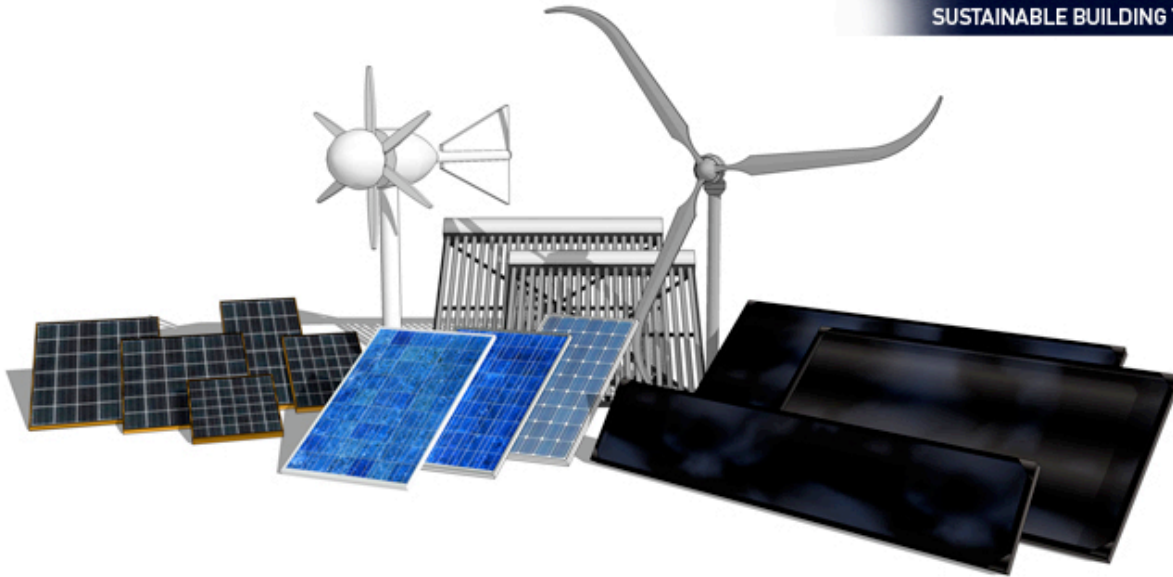
Deliver Useful Tools

Whirlpool made the decision to convert their products into digital 3D files, and make them freely available to anyone and everyone. Rather than simply marketing to designers, Whirlpool concentrated instead on delivering useful tools at the point of critical need. In other words: Whirlpool threw the design community a great big life raft. Imagine being on a deadline, and in need of finishing an important client presentation. Then think about how relieved you would be if you found out that you didn't have to stay up all night drawing the kitchen appliances in 3D, from scratch. We thought that was pretty cool too.

As a brand leader in the appliance industry, Whirlpool was the first company to place its products on the Google 3D Warehouse. Now, dozens of companies have joined Whirlpool in embracing the power of this new technology and its ability to reach their target audience at its point of need. Products that make their way into virtual presentations are often products that get specified in the final construction documents.

Blue Marble Project

We invite product manufacturers to open a dialog with us to find out if these technologies are right for you. The Blue Marble Project is a leading provider of computer modeling services for the creation of a 3D Product Library in SketchUp file format (.skp) for Google's 3D Warehouse. Our comprehensive service packages include 3D computer modeling, file management, long term maintenance and upkeep of product libraries. Our services have helped numerous Building Product Manufacturing companies, Including Whirlpool Corp, Kohler and Velux, to get their product catalogs aren't available in 3D, they should be, and we can help.

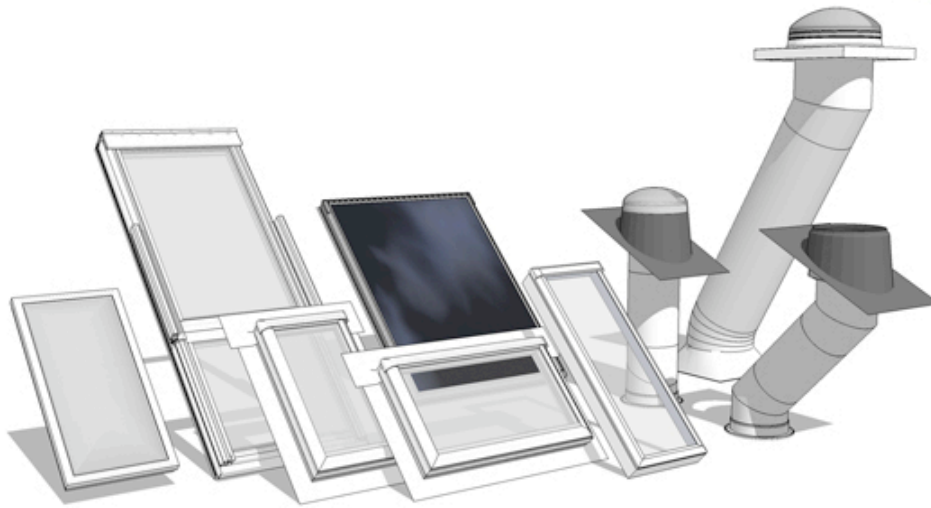


BLUE MARBLE PROJECT - Creating New Media Opportunities for Marketers

Telling people about what you're up to is often one of the most important, yet overlooked aspects to the success of a project. At Blue Marble, we realize that the creation of SketchUp Model libraries is an exciting and valuable marketing opportunity. There are many ways to raise awareness about the models that have been created for your products. In order to assist your marketing team in telling an impact-full story, we will deliver sample press releases which can be re-purposed for industry trade shows, and publications. We also offer consultations with Web/IT departments to help determine the best way to deploy your virtual product models via your company website.

The Blue Marble Project is proud to have established relationships with media companies and publishing houses in the Sustainable Design + Build Community. Our media partners include [re:Source](#), Sustainable Industries Magazine, West Coast Green Expo, Green Builder Media, PATH, as well as many others. These relationships help to ensure open marketing channels to professionals in the AEC industry.

Blue Marble Project is committed to developing strategic initiatives to capture the growing market for environmentally sustainable building products. We have created a number of collections on Google's 3D Warehouse which are devoted to the promotion of Sustainable Building technologies, systems, and products. Visit our '[Top 10 Green](#)' collections on the 3D Warehouse to see where your products would fit in.



BLUE MARBLE PROJECT - About Our Process

STEP 1: DEFINE THE SCOPE OF THE PROJECT

Our first step in moving forward is to determine the scope of the project. Based on the number of files that you would like to have modeled, we will put together a specific project Estimate for your approval.

Note: Often times, our clients prefer to start small and develop a larger virtual product catalog over time. If budgets are tight, we will work with you to help determine a best fit solution to engage with this emerging technology and make as big an impact as possible.

STEP 2: INFORMATION GATHERING

SketchUp models are unlike most other digital CAD file resources because the Google 3D Warehouse allows the models to function as a kind of virtual advertisement for your products. We have grown to understand that we aren't just modeling a product, we're helping to promote a brand. As such we try to gain as much information as we can about your industry, your company, your products, and your customers. Once we determine specifically which products you would like us to model, we then set out to collect information about those products. The following types of information are useful in facilitating an accurate, and efficient computer modeling process:

- Specific product names
- Any existing photography that you have of the products.
 - Textual Descriptions of the products (50-100 words per product)
 - Web URL Links for product web pages
- Relevant Product specification information

STEP 3: CREATE A PROTOTYPE SKETCHUP MODEL

Prior to setting our team into full production mode, a project manager will be assigned to determine the feature set for your product models. SketchUp is a unique application and our expert staff of modelers understands how to create virtual models of your products so that designers and customers will experience an ultimate ease of use and satisfaction with your virtual products.

STEP 4: CREATE A VIRTUAL PRODUCT CATALOG

Once a prototype model has been completed and approved, we move into full production to translate your product catalog into virtual 3-Dimensional computer models. Once all of the models have been created, we undergo a thorough inspection of each file based on our own unique 50 point checklist which ensures quality and accuracy. It is not until each and every file passes our own rigorous examinations that we will submit the models to the point person on your team for your review. Any and all feedback about the computer models will be incorporated and revisions will be made based on your comments.

STEP 5: UPLOAD PRODUCT MODELS TO THE GOOGLE 3D WAREHOUSE

Once all of the product models have been completed and approved, we will create a personalized account for your brand which will appear on Google's 3D Warehouse. Each model will then be uploaded individually and the products will be organized into appropriate collections. Another rigorous checklist is used to ensure the quality and accuracy of information that we submit to the Google 3D Warehouse on your behalf.



BLUE MARBLE PROJECT - Rates and Services

Our experience delivering a wide range of solutions has taught us that it is important to address the individual needs of each client. After an initial consultation, a tailored estimate will be provided which will address the exact services that you need.

Contact our sales team at info@bluemarbleproject.com and one of our project managers will contact you to start gathering information about, your products, your brand, your company and your vision.

Our comprehensive service packages can include 3D computer modeling, file management, data attribution and long term maintenance and upkeep of product libraries. The Projects listed below are intended to serve as a guide in determining roughly how much it would cost to create models of your products. When calculating an estimate, Blue Marble Project considers the following established criteria:

- Number of Models Requested.
- Availability/Quality of Source Data Such as existing CAD Files or Photographs.
- Model Complexity.
- Level of Detail (LOD) Requested.
- Data/File Management Requirements.
- Color/Material Application Requirements.

In addition to full fare standard rate packages which are based off of estimates similar to those below, Blue Marble also offers unique pricing models based on the number of times your product models are actually downloaded. That means you can get started today without spending a dime, and you only pay for the stuff that people actually use.



LEVEL 1 COMPLEXITY

Product shapes are primarily rectangular.
Number of parts per product are minimal.

Project: Alea Office Furniture

Number of Models: 50

Average Price Per Model: \$200



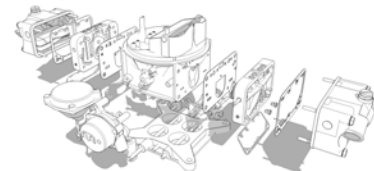
LEVEL 2 COMPLEXITY

Product Shapes may include some complex geometrical forms. Moderate number of pieces per product.

Project: Kohler Bath Products

Number of Models: 25

Average Price Per Model: \$250



LEVEL 3 COMPLEXITY

Multiple number of complex geometrical forms. High number of pieces per product.

Project: Holley Carburetors

Number of Models: 2

Average Price Per Model: \$450

THE SKETCHUP SHOW

School - Because It's Never Too Late

Educate An Audience on How to Use Your Tools

Tools are only useful in the hands of those that understand how to use them. By educating your customer, you are able to develop a meaningful relationship, and interact with them to create a powerful conversation. We told Whirlpool so, and they agreed. And so we relied on our sister company, School to create a series of educational online videos showing designers how to take advantage of Whirlpool's library of virtual products. The result was a package of 5 video tutorials that were made available for free download online and from Apple's iTunes. We even made sure that professionals could get continuing education credits from their professional trade associations for watching the videos.

Our Online Video Education Portal - School

School (<http://www.go-2-school.com>) creates interactive online video instruction showing people how to leverage tools like Google SketchUp, Google's 3D Warehouse, and Google Earth. Blue Marble Project can package 3D computer models with School's educational videos to deliver a turn-key solution for Building Product Manufacturing companies that wish to take advantage of the most current trends in technology. School is a licensed Continuing Education System (CES) provider for the American Institute of Architects (AIA) - which allows them to give credit to AIA members for watching their educational videos. School also maintains a strategic partnership to give credits to members of the National Kitchen and Bath Association (NKBA), American Institute of Building and Design (AIBD) and many others.

Our Programming

Our sister company *School* produces two different online video series' that deliver information to thousands of Architects and Designers. Sponsoring episodes of '*The Sketchup Show*' and the '*re:Source*' Sustainable Design + Build Network are two great opportunities to leverage the models that we create by educating your clients about the best way to incorporate your products into their designs.



INFORMATIONAL RESOURCES

LINKS TO RELEVANT *BLUE MARBLE PROJECT* SITES

Blue Marble Project website:
<http://www.bluemarbleproject.com/>

Video That Explains the Benefits of SketchUp and the 3D Warehouse:
<http://www.bluemarbleproject.com/video>

Full Blue Marble Project Portfolio on the 3D Warehouse:
<http://sketchup.google.com/3dwarehouse/details?mid=92a8dce15cbe544d6a4fe9fc23599>

Blue Marble Project BPM Clients:
<http://sketchup.google.com/3dwarehouse/details?mid=1a1de681df5fd7046a4fe9fc23599>

Top 10 Green Collection:
<http://sketchup.google.com/3dwarehouse/details?mid=ef02600f6bf5b6676a4fe9fc23599>

LINKS TO RELEVANT *SCHOOL RELATED* SITES

School Website:
<http://www.go-2-school.com/>

re:Source Website:
<http://www.taptheresource.com>

Link to all School Video Podcasts:
<http://www.go-2-school.com/podcasts>

Whirlpool sponsored episodes 20-24. The series qualifies for 2 AIA CE Units. Episode #21 (<http://www.go-2-school.com/podcasts/021>) is a great example of how the 3D Warehouse works and how we use The Sketchup Show to tell a story that connects your products to a wider audience of SketchUp users.

Link to School Series, SketchUp Training DVD's:
<http://www.go-2-school.com/training>

Sponsorship Package for The SketchUp Show:
The Sketchup Show Sponsorship.pdf

Client Reference:
Daniel Page-Wood
Architecture & Design Marketing
Whirlpool Corporation
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Daniel_Page-Wood@whirlpool.com

LINKS TO RELEVANT GOOGLE WEBSITES

Link to Download SketchUp:
<http://www.sketchup.com/?section=downloads>

Link to Download Google Earth:
<http://earth.google.com/download-earth.html>

Link to 3D Warehouse:
<http://sketchup.google.com/3dwarehouse/>

