

urban^{ROI} designer

Efficiently from Idea to Investment Proposal

Create your area development concepts significantly faster by using the urban^{ROI} designer [u^Rd]. The creative modelling of ideas is accelerated with real-time investment reports and reports on key indicators in urban planning. You generate a more targeted spectrum of development scenarios and analyse the strengths and the return on investments of each scenario much quicker. Thus investment decisions are taken as early as possible. And more investment studies are completed in shorter period of time.

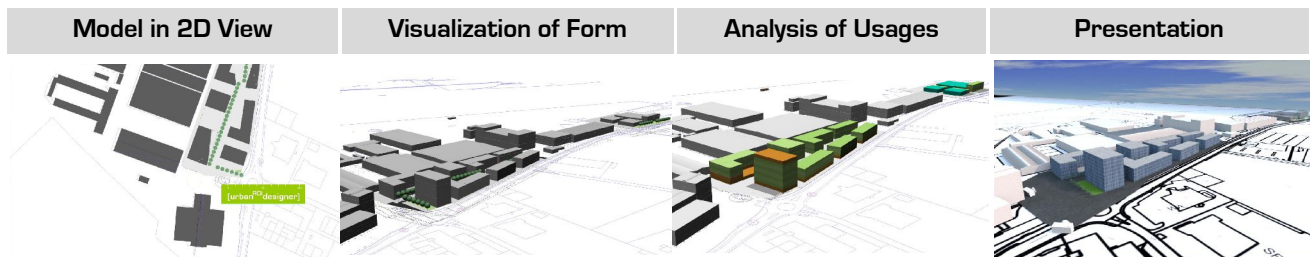
Form, Function and Finance Integrated in One Model

With the [u^Rd] you model efficiently and easily form, function and finance of a project idea in 2D and 3D. The usage (function) and finance parameters are defined on floor- or building level. Evaluations over individual construction areas, stages of construction or the overall project in any order are supported. The results are ready for investor presentations and the like. All deliverables may be exported to CAD and Excel for further processing.

The Advantages

Fast and systematic area development with [u^Rd] provides:

- 3D-design with integrated investment calculation
- Rapid modelling
- Real time reporting of key indicators per construction area, construction stage etc
- Various types of visualisations for analysis
- No CAD/GIS knowledge necessary
- Collaborative working
- Lower costs on concept studies
- Enhanced project capacity



Real time return on investment analysis for rapid development of real estate investment concepts

Real time reporting of planning key indicators (selection)			Comprehensive set of input parameters (selection)			Real time business case calculation (selection)		
Area	20'050	m2	Cost of dwelling	620	USD/m3	Revenues	111'561'656	CHF
- Floor area	39'980	m2	Revenues dwelling	3'000	USD/m2	Costs	106'614'952	CHF
- Net floor area	34'072	m2	Project duration	2	Years	Return	4'946'730	CHF
- Volume/ m2	6.2		Interest rates	3	%	ROI	6	%

Intuitive Use for All Team Members

The urban^{ROI} designer is as easy to use as Excel or PowerPoint. The [u^Rd] immediately visualises the results of your work including the building form, the overall layout as well as urbanistic key indicators and qualities. This allows for multifarious comparisons and rapid optimisations of the project. The whole team is enabled to take part in all critical design steps and produces highest quality real estate investment proposals already after a minimal training.

Real Time Collaboration Facilities

Using the [u^Rd] the whole team is able to work on the same area model at the same time. Thus the [u^Rd] provides the ideal work environment for interdisciplinary teams and collaborative planning processes.

Order a free trial license at:

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www.urbanroidesigner.com

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urban **ROI** designer

Intergrated in Your Tool-Chain

Your workflow is boosted by the various import- and export capabilities of the [uRd]. The [uRd] runs on all platforms and provides the interfaces that make your work convenient.

The following formats and technologies are used and supported:

- Java and Java3D based on DirectX or OpenGL
- DXF- and JPG-maps including cadastral maps
- DXF-, VRML/ X3D, Collada, Object, 3DS and other 3D formats for the import of maps, buildings and other urban building blocks
- VRML/ X3d, Collada (Google Earth), Object-formats to export the 2D and 3D [uRd] deliverables
- Rendering-interface for the sunflow renderer
- JPG export for renderings
- CSV (Excel) exports of reports on urban planning as well as investment appraisal relevant key indicators
- JPG export for high resolution screen views
- JPG-maps for terrain data (beta)
- Java for real-time remote invocations

CAD, GIS and Google Earth

In order to improve your workflows the [uRd] provides interfaces to any relevant system in your current tool-chain: CAD for architecture, Excel for evaluation and calculations as well as many images and renderings for presentations.

Renderings and high-resolution JPG-Exports

All views you may export in high-resolution from the screen as rendering or as enhanced screen-capture. The images you may enhance in PhotoShop or directly include them in investor- and sales-presentations.

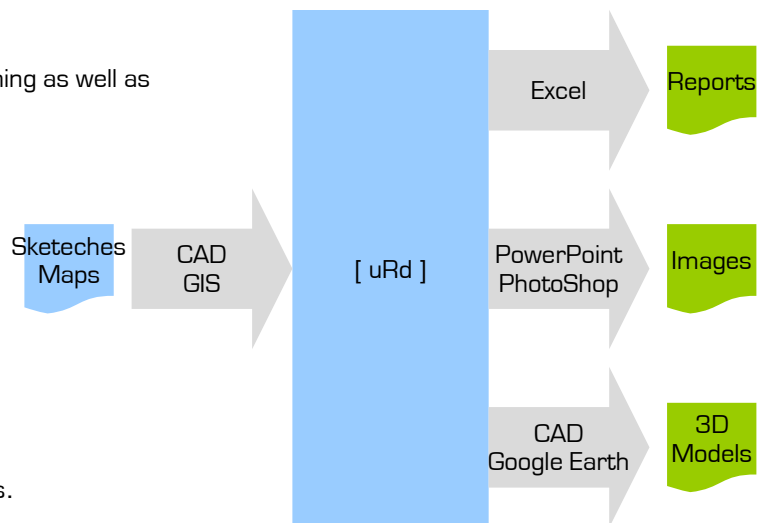
Java and Java Web Start – for Maintenance at No Cost

[uRd] bases on cross-platform Java components. You download the [uRd] by Java Web Start, which will provide you always with the most up-to-date version of the software. Thanks to the use of Java and Java Web Start, you will be able to use the [uRd] anywhere and without any maintenance costs.

In a Nutshell

With the [u^Rd] you use existing data and refine the results in follow-up projects:

- Input from GIS/ CAD data to [uRd]
- Export to CAD for detailed planning
- Export to Google Earth for interaction and presentation
- Export to Excel for further processing as needed
- Export to PowerPoint etc for winning presentations



Continuous data flow from GIS/ CAD to [uRd] and subsequently to CAD/ Excel for detailed planning

Java-Collaboration on the Web, Intra- or Extranet

For real time collaboration of your teams you can set up the [uRd] server. Users will be connected via Java and TCP/ IP in order to see any change in the model done by another team member. To use the server you will have to set up your network accordingly. We help you to boost your teamwork and set up your network.

For technical questions please contact our support by e-mail:

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