

Advanced Visualization



AECOM has extensive experience producing photorealistic visualizations and VR environments, and have delivered for hundreds of clients around the world.

Our **Visualization & Virtual Reality** team includes 3-dimensional modellers, animators, graphic designers and visualization/VR experts. We help clients clearly communicate a design effectively using innovative tools.

Virtual & Augmented Reality enable users to experience a design, bring a greater sense of scale and presence to aid the communication of a design to clients, stakeholders and the public. Advanced visualization and immersive technology conveys greater realism and enables the public to see a much clearer picture of the scheme and therefore have a better understanding of a proposed project. Trying first-hand allays fears alongside communicating benefits of a scheme.

Photorealistic Computer-Generated Imagery, animated sequences, and portable interactive VR apps allow the public and stakeholders to easily analyze visual impacts of a proposal. We work very closely with our in-house stakeholder and public engagement teams to ensure we are delivering high quality visualizations and VR experiences.

To further enhance our digital engagement experience, we combine our **Advanced Visualization** with our industry-leading **Sound Demonstrations** to promote positive and proactive community engagement through audio and visual immersion.

Key Benefits

- More effective communication compared with traditional 2D images and plans
- Engages new audiences and provides new insights, supporting more meaningful and robust consultation
- Supports remote, safe, and cost-effective site visits
- An important component of effective and sensitive design development
- Best practice – innovative and exciting
- Opportunities to combined with AECOM's Sound Demonstration for a fully immersive experience



Gomti Riverfront – Lucknow, Uttar Pradesh, India