

A large, light gray, stylized letter 'L' serves as a background element. It is composed of a thick vertical bar on the left and a horizontal bar at the bottom, both with rounded ends. The word 'LIQUID' is positioned in the upper right quadrant, partially overlapping the vertical bar of the 'L'.

LIQUID

**NORM LI ARCHITECTURAL
GRAPHICS + ILLUSTRATIONS
AND 3Di SOLUTIONS**

are proud to present an innovative
visualization solution for architecture,
interior design, real estate marketing,
and city planning.

LIQUID is an interactive system that integrates 3D architectural renderings with cutting-edge technology from the video game industry to create a unique experience that is immersive, interactive, and impactful.



IMMERSIVE

Before construction on a project has even begun, LIQUID enables a user to virtually walk through and freely explore a 3D model of the design. The scale of a project can range from a room in a condominium to a tour of a museum, a stadium, and even a neighborhood.

INTERACTIVE

Engage and woo stakeholders with this compelling, visual communication aid and sales tool. Practical play, LIQUID can be experienced via touchscreen, video game controller ie. Nintendo Wii Remote/Balance Board, iPad, keyboard & mouse, and/or iPad.

IMPACTFUL

Combining high quality architectural images with an engaging user interface, LIQUID presents a persuasive case for a design vision. Showcase your design achievement. Educate your audience. Show, tell and sell.



BENEFITS & APPLICATIONS

65% of People are Visual Learners.
Seeing is Believing.



DESIGN

Examine the details of your design as you virtually walk through your project as early as the concept phase.

DECISION-MAKING

Test a project's key elements (ie. lighting, textures, placement), accelerating the decision-making process and minimizing design risks and costs.



DEVELOPMENT

Compare and contrast opposing planning scenarios.

MARKETING

Create dynamic and memorable presentations that are easily accessible, portable, and shareable. System is compatible with basic computer hardware.



SALES

Transform a casual visitor to a confident buyer; or convert a prospective investor to an enthusiastic stakeholder.

EASE OF USE

The program's navigation functions are simple and intuitive.



1 COLLABORATION

Norm Li AG+I and 3Di Solutions will work together with you to develop a system that tells a captivating story about your brand, building and amenities, and creates a memorable user experience. The master plan will outline the structure, visual guide, and timing of the project.

2 DEVELOPMENT

Based on architectural plans, elevations, images, and other specifications provided, we develop the 3D environment, finishes, related materials, user interface and related menus.

3 INTEGRATION

At this stage, the architectural graphics are integrated into the real-time environment. You will be able to freely navigate the space and explore the models. We will develop camera angles and staging to maximize the brand presence in the renderings. Along with menus and interface, this stage will begin the process of bug testing and approval.

4 HARDWARE

Whether we work with your existing infrastructure or build a customized hardware package for you, we will examine the setup and make recommendations to ensure that the graphics will run seamlessly and effectively.

TECHNICAL SPECIFICATIONS:
Minimal Operating Requirements
Windows XP SP3 (32-bit only),
Windows Vista, or Windows 7
2.0+ GHz processor
2GB System RAM
SM3-compatible graphics card
3GB free hard drive space
Minimum 24" widescreen display

Recommended Operating
Requirements
Windows 7
2.0+ GHz multi-core processor
6GB System RAM
NVIDIA GeForce 400 series or ATI
5000 graphics card
6GB free hard drive space
60" + widescreen display



ABOUT US

Norm Li Architectural Graphics + Illustrations

is an enterprising studio of visualization experts, specializing in creating architectural images for over 10 years. We collaborate with architects, designers, engineers, developers, and marketing firms to communicate designs through engaging architectural graphics, illustrations, video animations, and LIQUID, our new development in interactive and immersive virtual environments. Equipped with cutting-edge hardware and strong architectural backgrounds, our highly skilled and experienced renderers create high-end material, through a friendly streamlined process, and always with timely delivery. Our portfolio of distinguished projects includes Toronto International Film Festival Tower, Trump International Hotel in Toronto, Perimeter Institute for Theoretical Physics in Waterloo, Madison Square Garden in New York, and Al Maktoum Hospital in Dubai. Visit normli.ca.

3Di Solutions is a boutique firm of passionate designers, artists, and technologists with over 20 years of combined experience in industrial, interactive, and game design. We push real-time 3D game engine technologies to the limit to create high quality interactive content on every platform from massive out-of-home touch displays to online and mobile applications. We help clients in real estate development, advertising, marketing, manufacturing, retail, and education take advantage of powerful interactive technologies. 3Di is dedicated to creating new and exciting ways to connect and interact with audiences through immersive experiences. Recent clients include Minto Developments, ING Direct, CTV Globemedia, Ogilvy Canada, and Allseating. Visit 3disolutions.com.

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