

TRUESCAPE VISUAL REALITY

Who is Truescape Visual Reality?

Founded in 1995 by Sam Chaffey, Truescape Visual Reality Ltd is an innovative visual communications technology company that pushes the boundaries of 3D modelling to make presentations more powerful through greater accuracy of data and more realistic depictions of sites under discussion.

Over recent years, Truescape has become recognised internationally as a leader in the development of accurate visual simulations used for wind farm resource consents. At a recent international Windpower conference held in Adelaide, the level of accuracy and detail in 3D simulations as presented by Truescape was acknowledged by two of the world's largest wind turbine manufacturers as being among the best in the world.

The company has offices in Christchurch and Auckland, with 20 staff and works with clients throughout New Zealand, Australia and the United States.

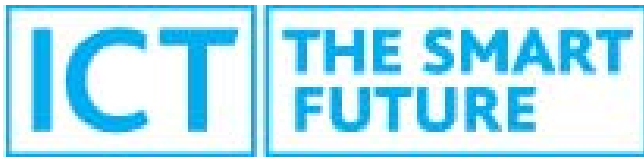
What does Truescape do?

The company specialises in producing survey accurate, in-context photo and dynamic 3D video simulation of industrial and commercial development projects to communicate how future developments will look and function within their surrounding environment.

Truescape has developed a market leading application known as TrueView™, which enables panoramic images of proposed developments in existing environments to be depicted in a highly realistic manner.

Truescape's simulations are frequently used in the Environment Court and in applications to local councils for resource consents. As well as being commissioned by developers, local government planners and landscape architects to illustrate their proposals. Truescape is also commissioned from time to time by community groups wishing to demonstrate the adverse effects a proposed development might have on their environment and those wanting to market real estate developments.

Among Truescape's extensive New Zealand client base are property developers Infinity Investment Group and Macquarie Goodman; energy companies Meridian Energy, Genesis Energy, Solid Energy and Unison Networks; and Transit New Zealand.



What kind of ICT roles are at Truescape?

- 3D modellers at Truescape are involved in taking data from a variety of sources, including survey information, site photography, sunlight/shadow effects, building blueprints and engineering specifications, and incorporating them into Autodesk's 3ds Max software to create accurate 3D images.
- Animators at Truescape create walk-throughs, drive-throughs and flyovers of proposed developments so that realistic views of new projects can be seen from varied perspectives. They are also involved in developing TrueTraffic simulations that enable town planners and developers to incorporate actual traffic data into a visual format to assess the impact of proposed developments on traffic flows.

What opportunities are offered by Truescape for graduates?

Truescape prefers to draw its graduates from the schools of Architecture and Landscape Architecture; Surveying and Engineering. If those graduates also have a high level computer skills and qualifications in 3D design or CAD work, that is an added bonus!

Truescape likes to train new staff in the specific skills of 3D modelling and plan interpretation required for the detailed, highly accurate work the company provides to its clients.

Why choose Truescape as an employer?

Truescape works with the best computer software and hardware available, combined with the latest camera technology and proven successful simulation methodology. A field leader, they are constantly challenging themselves to grow.

Being part of an innovative and fun team of people based in the garden city provides a rewarding, dynamic work environment where initiative is encouraged and high personal standards of excellence is key to success.

How can you find out more about Truescape?

Visit their website www.truescapevisualreality.com

