



*Bringing ideas to life*



# Mixed Realities and Virtual Spaces.

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We are visual creatures

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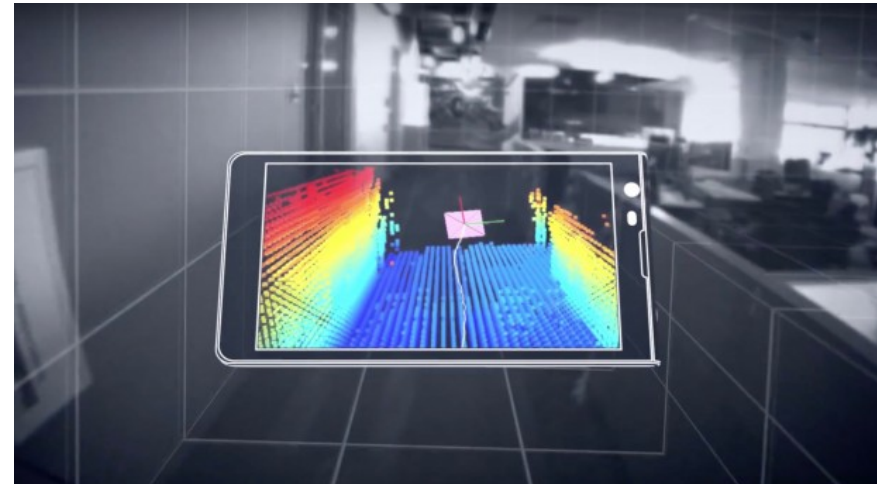
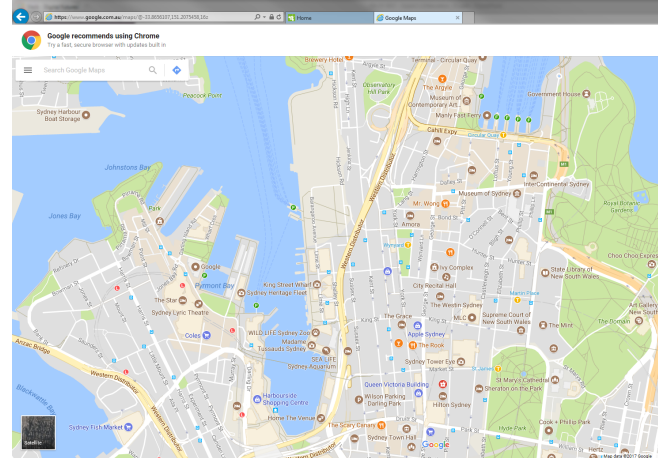
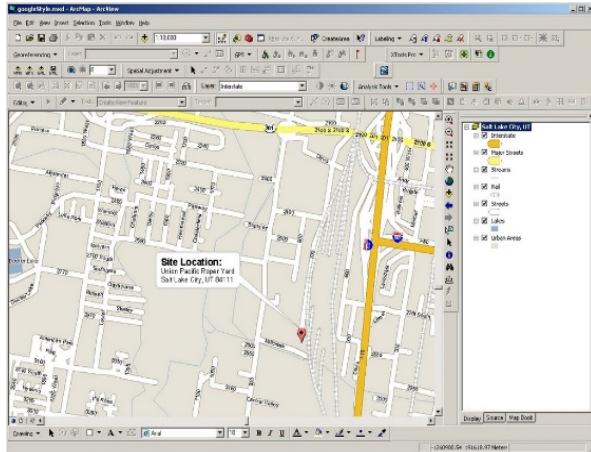
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Our understanding of the world is shaped by the way that we see it



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This is not a tale of disruption.  
We are simply looking at the same information in  
different ways.

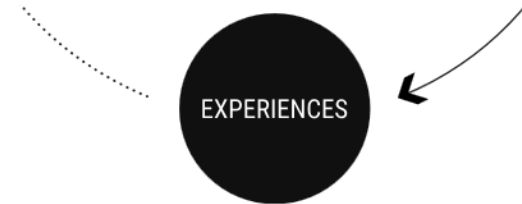


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# Why is this new perspective so important?

02 / Process

## A More Human Centric Experience.



### **We Are Entering an Era of Humanism.**

The convergence of physical and digital communities is defining a new paradigm of user experiences. We bring it all together in a design process based around human experiences.

Through an algorithmic set of determined variables numerous scenarios can be predicted from which radical design can respond.

**Big Data:** We see the world of possibility that exists in our ability to map and gather data across scales, whether it be for cities, economies, clients, buildings, or end-users.

**Research and Analysis:** We dissect and manipulate data with our tools that leverage computational analysis, artificial intelligence, and behavioral mapping algorithms.

**Ideation:** Our team of multidisciplinary design experts apply cross-sector knowledge to expose opportunities for clients and communities. This enterprise thinking responds to economic, environmental, and experiential drivers.

**Experiences:** We deliver, through a vast array of services, human-centered design processes.

## What does it mean in practice?



If we are going to collaborate it makes sense that we choose mediums for sharing our ideas that **make stuff real for people**

- Storytelling
- Engagement
- Deeper understanding
- Iterative and co-created design

This is not a technology conversation.

This is a conversation about how we can use digital tools to augment and improve the way we interpret information, and about considering the best way to present this information to create better human outcomes.

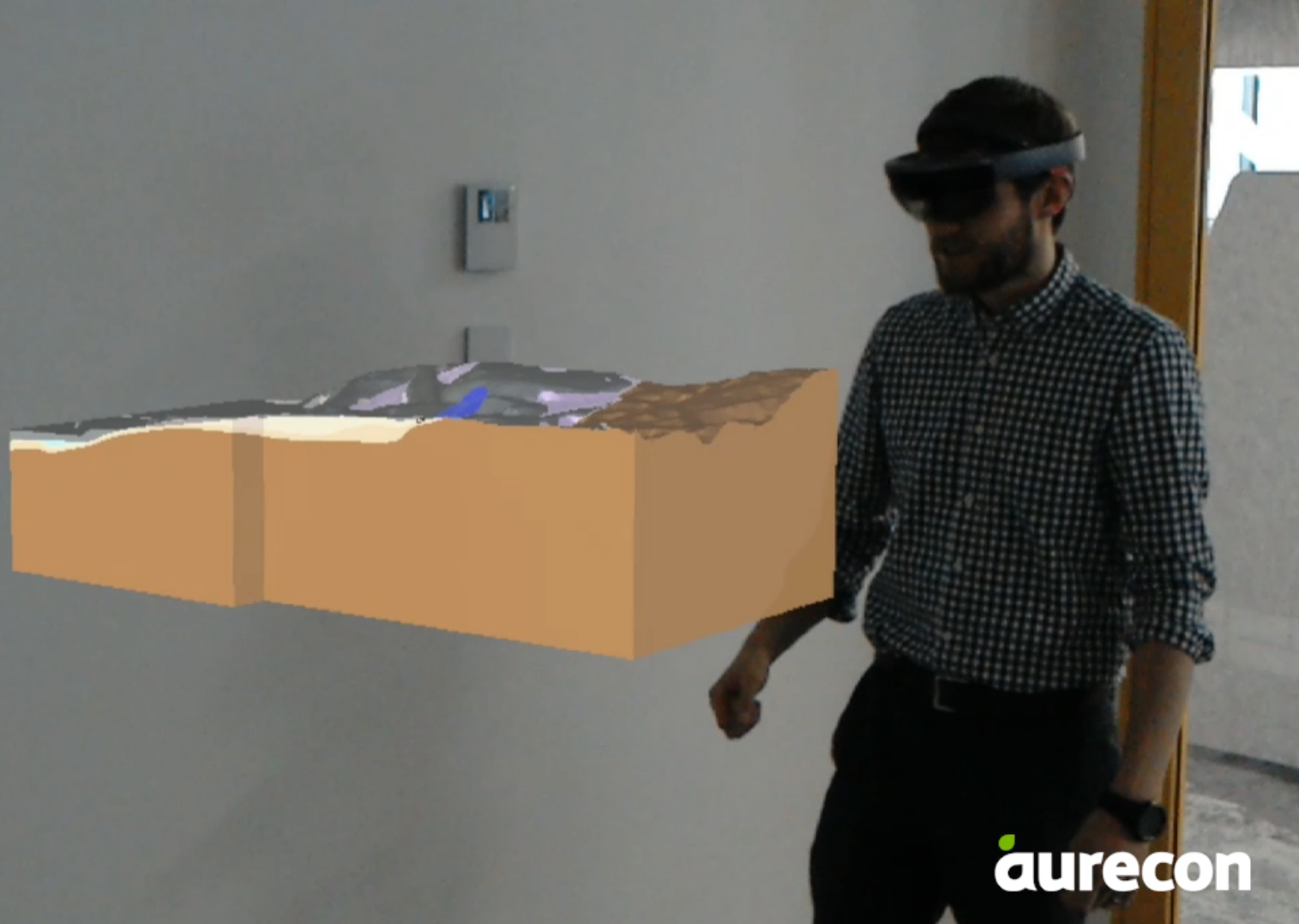


# Reality is all around us.

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How can we model reality if we can't capture it?

We need to create precise digital worlds, but this isn't easy when the real world is so complex.






# Geospatial data drives visualisation



And using spatial information to drive better design





Define space. Make sense of it. Share meaning  
It's the science of where.

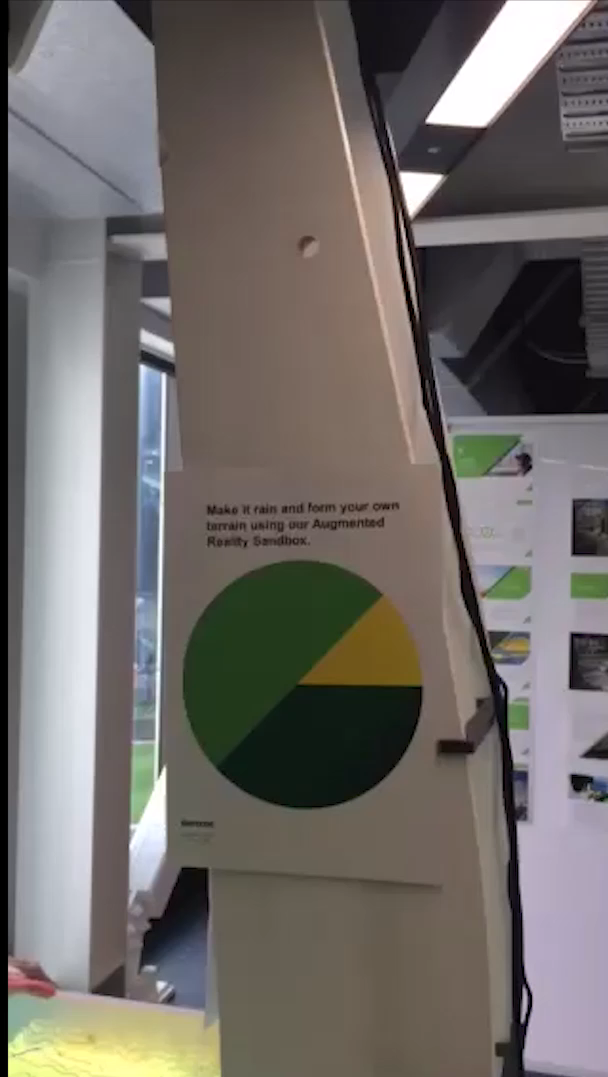
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# Listening to our data as well as seeing it





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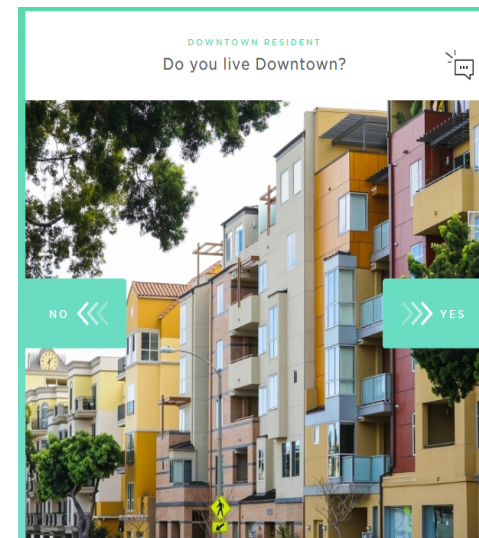


# Enabling communities

to see what we see

to see what we see

COMMUNITIES



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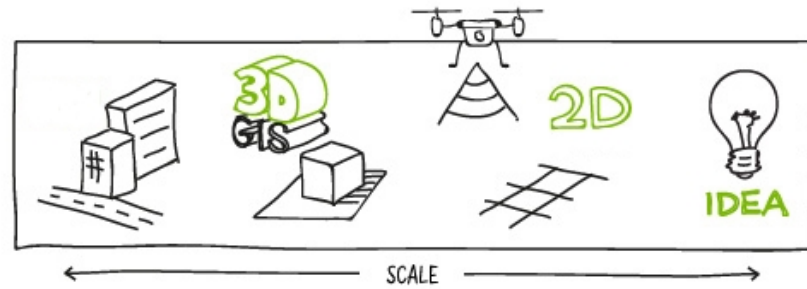


# HOW TO PLAN A VISUALISATION EXPERIENCE

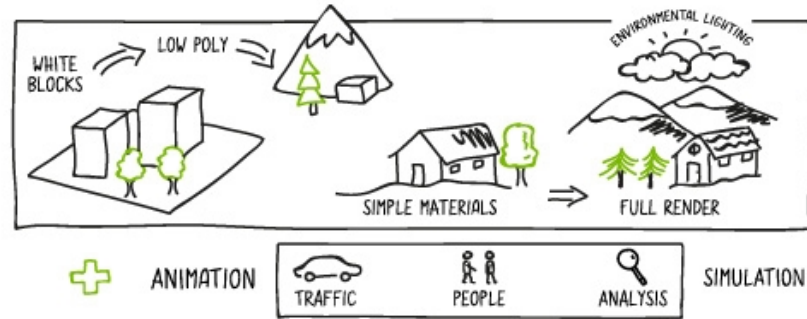
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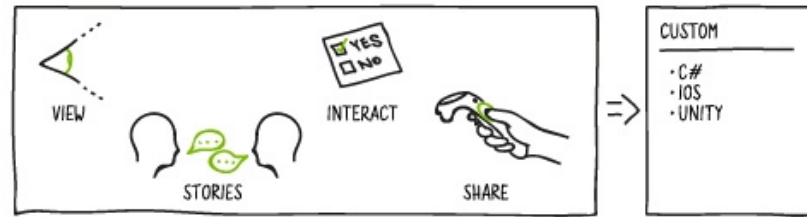
AVAILABLE DATA



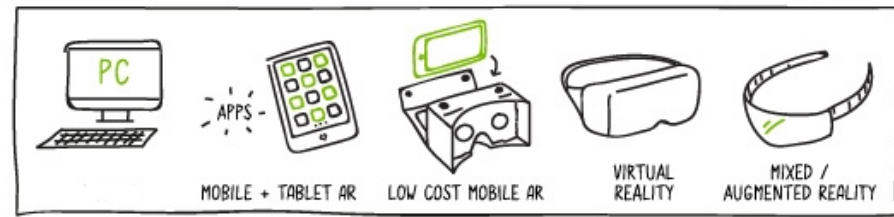
LEVEL OF DETAIL / STYLE



FUNCTIONALITY



1 DAY \$ ← TIME TO IMPLEMENT → 1 MONTH \$  
 OUTPUT MEDIUM





When you are dealing with reality, Nothing is impossible

