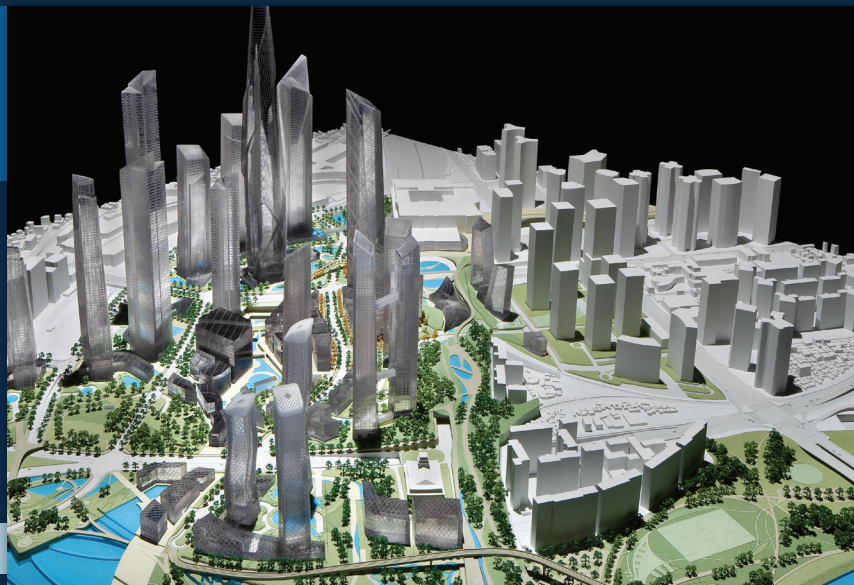


BUILDING ON A SOLID FOUNDATION



Architectural Modeling Firm Enhances Competitiveness with Objet 3D Printer

"The speed with which we can deliver highly accurate architectural models with the Objet 3D Printer has had a great impact on our business."

— Yang Ho Park,
Modelzium

3D printing has improved the accuracy and reduced the cost of Modelzium's architectural models.

Background

Modelzium is an architectural modeling firm based in Seoul, Korea whose customers include many South Korean architectural firms.

The Challenge

Traditionally, Modelzium used manual techniques and CNC machines to produce architectural models. However, this process required painful compromises. "We would often omit some parts that required fine details, such as spheres, oval shapes or thin parts," said Yang Ho Park, chief executive officer for Modelzium. This limitation became more critical as South Korean architectural firms started making greater use of non-geometrical shapes with irregular contours. Modelzium realized that manual modeling techniques aren't scalable and were limiting its growth.

The Solution

Modelzium decided to purchase the Objet Eden350™ 3D Printer. "We were particularly impressed by the fine details and smooth surface finish of the printed models," Yang Ho said. "The price was also quite attractive."

The Value

"The operation of the 3D printer is so easy and convenient that we use it for all jobs, including parts that can be easily done by hand," Yang Ho said. "In the past we had to rely on skilled CNC engineers but now all our staff can use the 3D printer with very little training."

The company estimates it has cut its model production costs by 30 to 50 percent. The Objet 3D Printer has also improved model accuracy and detail. Yang Ho clarifies: "In the past we were not able to produce every detail of complex designs.

At a Glance

Challenges

- Build complex architectural models with fine details
- Overcome slow manual modeling process

Solution

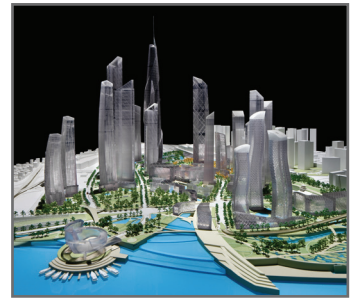
- The Objet Eden350 3D Printer

Results

- Delivery time reduced by 30 to 50 percent
- Production cost reduced by 30 to 50 percent
- No more compromises on model accuracy or details
- Improved efficiency due to easier employee training
- Can bid on and win complex architectural projects

Now we can produce the finest details of even the most complex designs. We recently completed a complex model of a safari zoo that required modeling realistic topography and animals. We could not have done this project without the Objet 3D Printer."

Compared to the previous CNC method, model turnaround time has been reduced by 30 percent for simpler designs and 50 percent for more complex designs. So Modelzium can now deliver complete architectural models during the early stages of the design process and follow up quickly with multiple model iterations. "Our new 3D printing capabilities provide us with a competitive edge," Yang Ho concludes.



Modelzium builds architectural models with an Objet Eden350 3D printer



Objet 3D printer was instrumental in winning project to design safari zoo



The ability to produce highly detailed models provides competitive edge.

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69 Soi Sukhumvit 68, Sukhumvit Rd.
Bangna, Bangna, Bangkok 10260 Thailand

Tel : 0-2744-9045
Fax : 0-2744-9049

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