

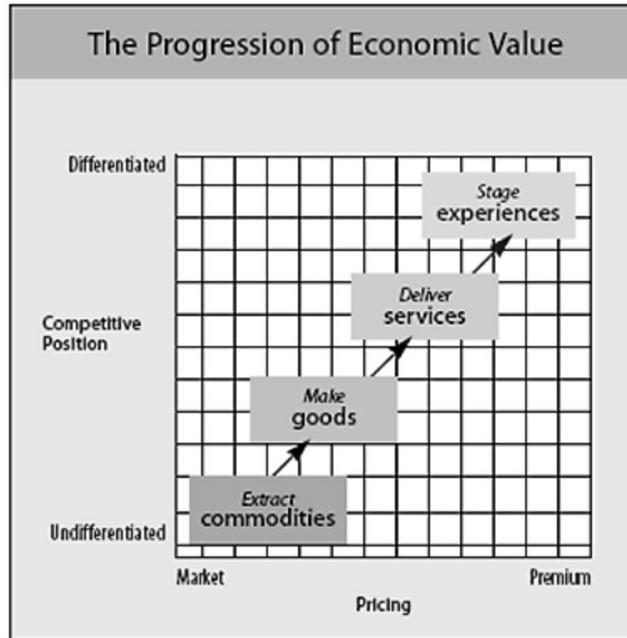
Content Collides with Experience

How architectural & real estate CGI & Animation is breaking through the screen into the emerging space of DIGITAL EXPERIENCE (DX)

Andrei Dolnikov
Founder & CEO

B I N Y A N

A Brief History of Arch-Viz



The Progression of Economic Value



Goods - we can use the tools to make art







BENNETTS LANE



PARK NOVA



RIVIERE

Service - we can serve our clients' campaign needs



DX

**The Next Stage in the Arch Viz
Industry (r)Evolution**

“

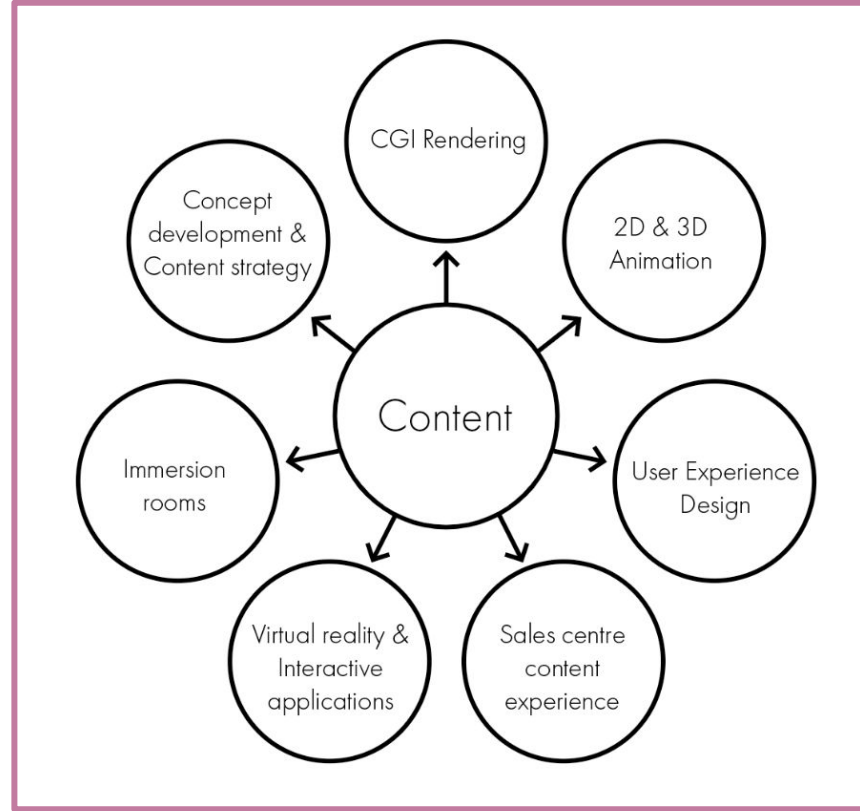
Commodities, goods, & services are external to the buyer.

Experiences *are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level.*

“

The “commodity mindset” is to “think that a business is merely performing a function—in our case, transporting people from point A to point B on time and at the lowest possible price.”

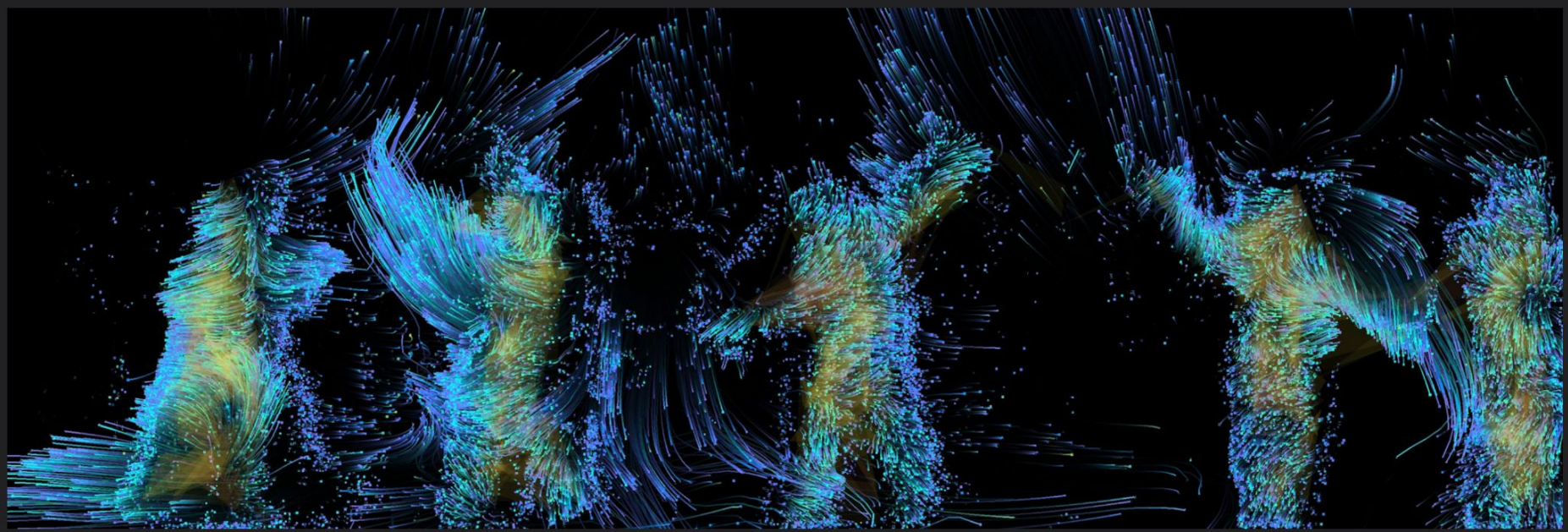
British Airways Chairman Sir Colin Marshall

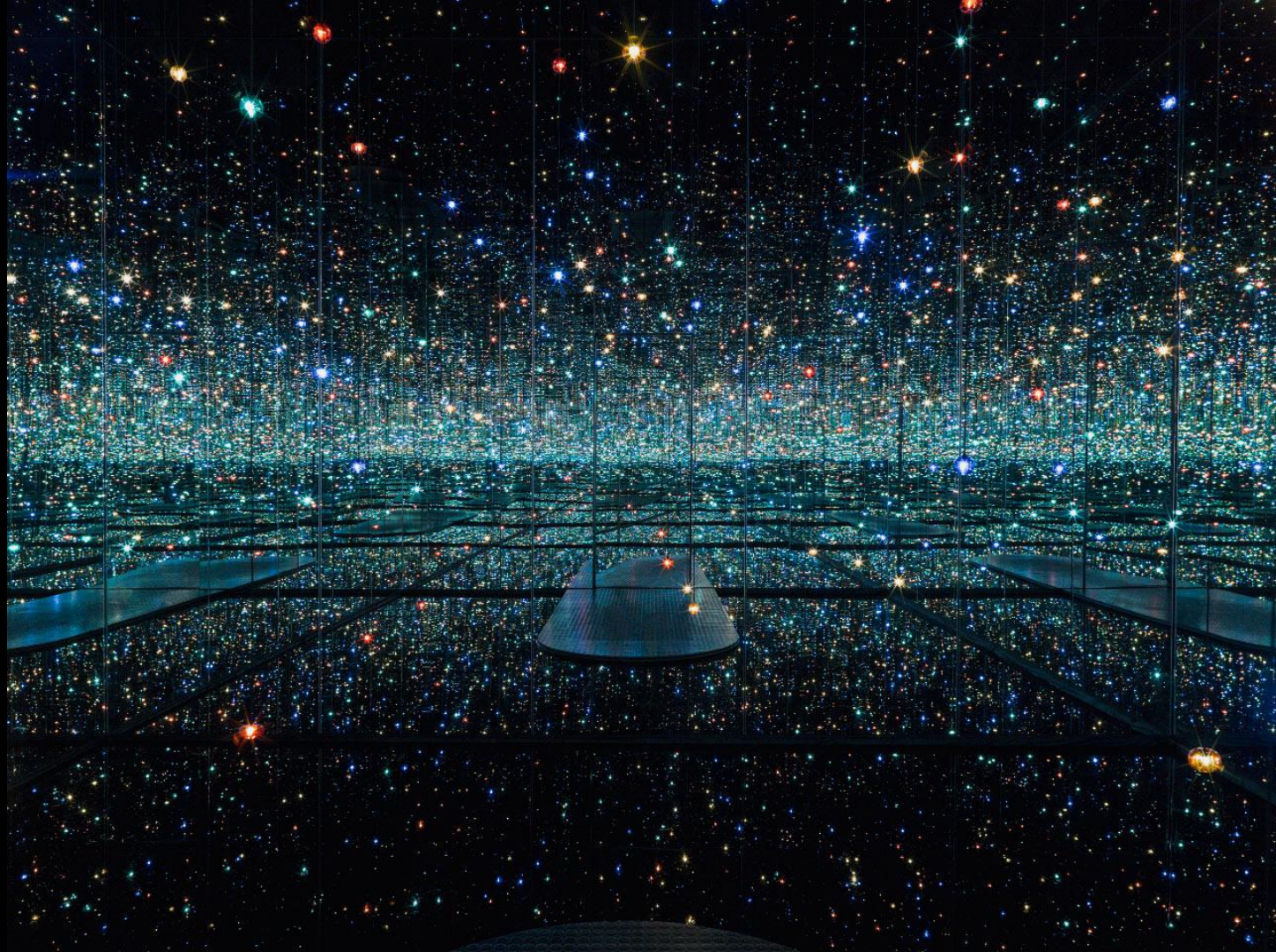




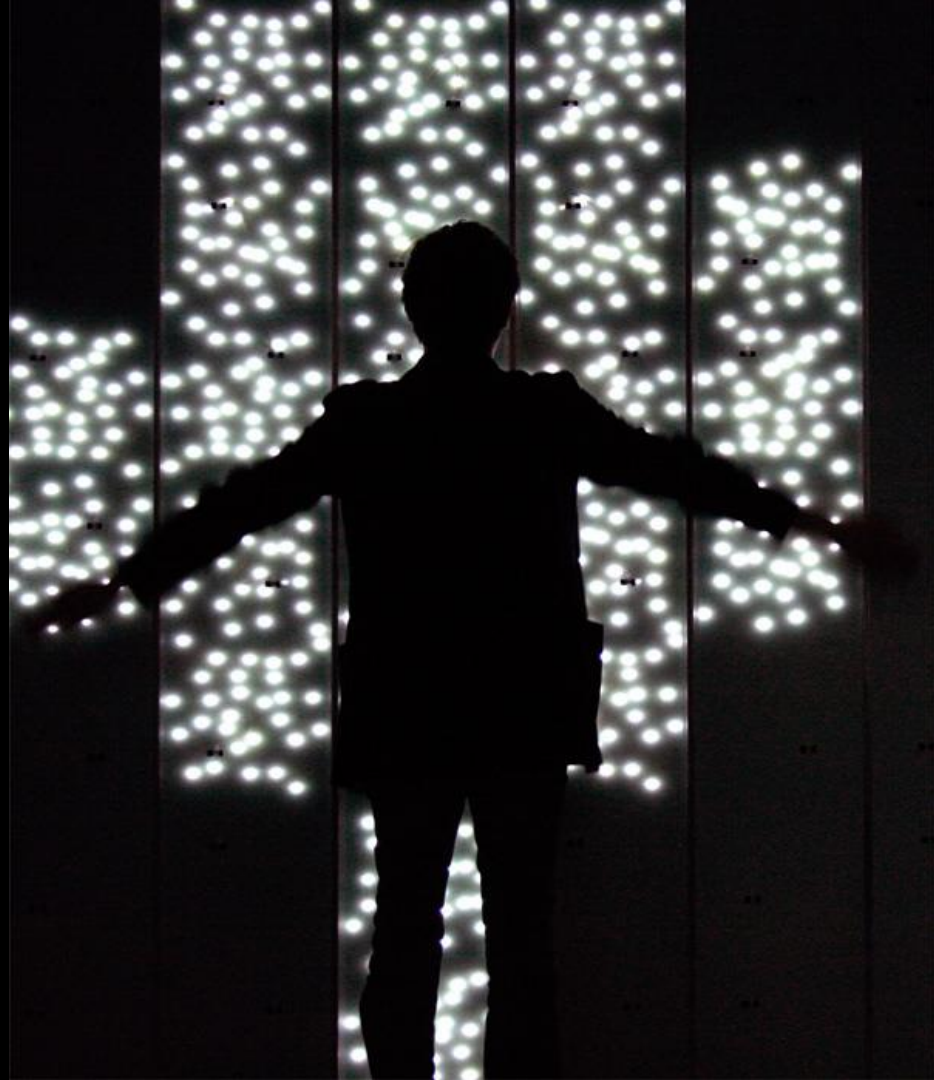


GREEN SQUARE - SYDNEY









Reel



LOCATION

SYDNEY

MELBOURNE

NEW YORK

LONDON



EMAIL

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The image features a dark, almost black background with several large, metallic, 3D-rendered geometric shapes. These shapes, which appear to be parts of a mechanical or architectural structure, are positioned in the corners and along the sides, creating a sense of depth and industrial design. The lighting highlights the sharp edges and reflective surfaces of these objects. In the center of the frame, the words "AUTODESK UNIVERSITY" are written in a large, bold, white, sans-serif font, stacked in two lines.

AUTODESK UNIVERSITY

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