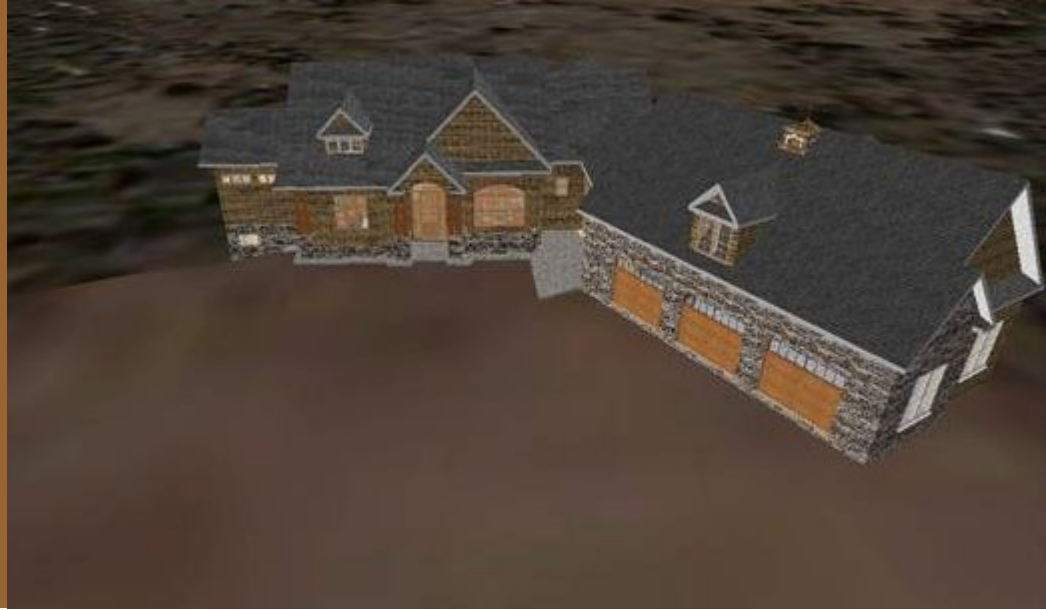


Ed Staelens

Customer Success Story

Envisioneer

Envisioneer Express



“Having the free viewer has been a Godsend for me...the homeowners are thrilled, the builder is ecstatic, and everybody is on the same page.”

Ed Staelens
Owner/Designer
Virtual Architec

Making the Connection

Ed Staelens loves using **Envisioneer** to work out designs for clients, and **Envisioneer Express** to help them see the results.

Profile

Ed Staelens began his career as a Contractor, remodeling homes and occasionally building new custom homes. He was always looking for an easy-to-use, fast, customizable, inexpensive program to show his clients what he wanted to build for them, and to ultimately sell them the job.

A few years ago, Ed's brother gave him a mailer for **Envisioneer 1.0**. "That was the start of something beautiful!" exclaims Ed. Once version 2.5 was released, he had most of the tools necessary to accomplish what he needed. By this time he had phased out the building side of the business and was focusing solely on design work for clients.

Founder and owner of **Virtual Architec**, Ed offers professional advice and assistance to Homeowners, Contractors, Builders and Developers. He helps them to conceptualize, visualize and present ideas, and create construction documents.

Ed liked **Envisioneer** so much that he became an authorized reseller.

The Start of Something Beautiful

His first impression of **Envisioneer** was that it was powerful, innovative and easy-to-use. The ability to customize the interface was very helpful. "The toolbar/menu setup is extremely simple, elegant and efficient. I move the toolbars to places that work well for me."

Once he completed the step-by-step tutorial, it was "full steam ahead" for this enthusiastic designer.

Making the Grade

Ed was using some popular software that was similar to **Envisioneer**, but soon discovered that **Envisioneer** had many significant improvements. "In the software I was using, it was very difficult to place an item into the drawing. They don't use building locations, so putting things where they belonged was very frustrating."

Although the prior software had some savvy features that **Envisioneer** didn't, such as dynamic cutaway views and custom wall shaping, **Envisioneer** was quick to catch up and take the lead by version 3.





The features Ed finds most impressive in *Envisioneer* are:

- **Animations.** Easy-to-create, real-time, rendered walk-throughs.
- **Renderings.** Stunning photo realistic images in one click.
- **Importing.** Import any image and apply it to any part of the model or terrain. Import custom 3D objects from outside sources.
- **Custom Members.** Custom-design your own trim, moldings, trusses, etc.

The “Virtual” Experience

“There are many tools that I love in *Envisioneer*”, says Ed. Among his favorite features are animations, which he can create easily right within the program. “This is huge! I use this feature all the time, and clients love it!” Also remarkable is the ability to create photo realistic renderings, which he finds faster than ever before. “The 3D Stereo tool is also very cool”, he adds. “Most customers are blown away by it.”

The Custom Touch

Ed also enjoys the benefit of being able to customize his designs in unique ways and create elegant details that impress his clients. He takes full advantage of the ability to import custom textures and 3D objects. As an example, he frequently makes use of Google’s earth satellite photos, applying them to the terrain in *Envisioneer* for a more realistic model.

The ability to create custom members is another tool that helps Ed create those special touches. He is constantly making moldings, trusses and other custom items that he can use in multiple ways. Being located in Minnesota, log homes are a big deal. “To be able to use logs in 3D is a really great thing.”

Connecting with Clients

Ed’s clients fall into two categories: Contractors, Developers or Builders who want to help their clients work out a plan and create construction documents, or Homeowners who want to either remodel or build new.

Once he has created a model in *Envisioneer*, he can share the design with the client using *Envisioneer Express*, a free viewing and navigation tool. “Having the free viewer has been a Godsend for me. Many of my clients don’t live anywhere near me. So I send them the viewer, they install it, and then what happens next is a real thrill for them.”

Using a remote access solution provided by *LogMeln, Inc.*, Ed is able to access a client’s computer over the Internet. He helps them install the viewer if necessary, and transfers the *Envisioneer* drawing to their computer as well as any textures or photo boards that are used in the project. He then starts the viewer for them and shows them how to open the drawing.

Ed then shows the client how to view, navigate, etc., and discusses the design with the client over the phone. “I turn off layers and move around in 3D for them as we iron out the details of their plans. The homeowners are thrilled, the builder is ecstatic, and everybody is on the same page.”

Sealing the Deal

Ed was so impressed with *Envisioneer* that he decided to become an authorized dealer. What made Ed want to become a reseller? The answer was quite simple. “I love the software! I love the company!” Not only does he find the software user-friendly, but he also enjoys dealing with the people at Cadsoft. “Customer support is great. If there is a bug (which all programs have), the engineering team works aggressively to find a solution.”

Perhaps one of the things that Ed finds most impressive is that Cadsoft works to provide solutions for the business end. “I wanted a free viewer to distribute to my clients. Now I have it!”

Teaming this designer’s talent and enthusiasm with solutions that meet his design and business needs are undoubtedly a winning combination.

To contact Ed or learn more about *Virtual Architec*, visit www.virtual-architec.com.