

Clover Point Announces the launch of its Master Planning Tool's 3D Virtual World Module

*Asset Tracking Anywhere (ATA) is the synergy
of GIS and BPM and Gaming Technologies*

Victoria/Seattle — November 1, 2009 — Clover Point Cartographics, (CP) a veteran GIS and application development firm based in Victoria BC, Canada, has developed the next world for the property development, urban planning and engineering industries.

“We’re bringing the best of the Geo-spatial information world to the world of business process management and adding in a breakthrough 3D component which is shaking up the urban planning space,” said Jeff Warwick, Clover point CEO. “In fact, as a start, we’re changing how the process of major property development presentations can work.”

Partnering with Microsoft, ESRI and Stantec Engineering, Clover Point is has developed a process for creating 3D virtual communities, not unlike Second Life, specifically aimed at a more immersive experience for urban development planning, presentation and marketing. The module, as a component of Clover Point’s Master Planning Tool, can provide a dynamic view of the infrastructure of a building or a whole site.

“We’re bringing *dynamic* 3D GIS modeling into the game...and it’s a game changer,” says Karl Swannie, Director of Business Development. “We’re not just building 3D fly through models, but creating a geospatially synced virtual world...a paraverse you could say. And this enables developers to present the future to their stakeholders in a whole new way.”

ATA’s 3D module is primarily being used for property development presentations to engage stakeholders in the decision making process with the goal of coming to a decision more quickly. The ability to walk through a geo-spatially synced virtual community and turn elements on and off on the fly is unique in the industry. ATA’s 3D module is not limited by constraints in computing power unlike traditional 3D architecture modeling systems which are memory intensive. You can run ATA on your laptop and map whole communities to demonstrate how particular developments may impact the existing environment.

“There is no reason we can’t map out a whole town for virtual touring. You can even click on a building in our virtual world and any type of digital file associated with it can be presented,” says Swannie, “and that’s hugely useful for planning, monitoring, security, maintenance, presentation and educational purposes. You can turn buildings on or off, fly under them and see the piping, and if you want, enter the building and sit on the balcony and look at the view.”

Check out the video: <http://www.youtube.com/watch?v=uhmdSD1iSvA&feature=channel>

For more information:

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