



Project Modeling and Visualization Program

RealScape3D.com



Distance yourself from your competition with RealScape 3D professional presentation software. RealScape is a three dimensional outdoor project modeling and visualization program that will elevate your proposals from just another bid to an

impressive web page presentation / proposal that will grab your customers attention like nothing else ever has.



RealScape creates a three dimensional model of the job site.



This enables your customer to look at their fence from any location, elevation or angle. Your customers will be able to see exactly what their fence is going to look like whether on the flat, running up hills, down slopes, looking from the inside out or the outside in, your customers will see their fence project come to life in RealScape's vivid three dimensional world.



RealScape creates a multimedia video tour of the project and can capture screen shots of any part of the project. RealScape also has a photo overlay mode where fences and other RealScape assets can be melded into digital photographs of the project site.



RealScape then combines the video, screen shots, digital overlays, secure documents like contracts, specifications, a history of the company and a biography of the salesman into a presentation quality web page. It also has a communication link that sends email and text messages between the customer and the salesperson, establishing a relationship between them.

When the web page is published, RealScape can automatically send an email and a text message,

with a link to the proposal web page, to the customer and their spouse.

RealScape's cloud based architecture allows you to access the program and your projects from any computer. You design the project using RealScape's simple, intuitive, two dimensional Siteplan. RealScape processes that information to



create a 'virtual' world of the job site and your fence project. You can navigate throughout this world and look at the project in incredible detail from any elevation or angle. It is so accurate you can even fly inside a post to see the rail penetration or go underground to look at the post embedment!

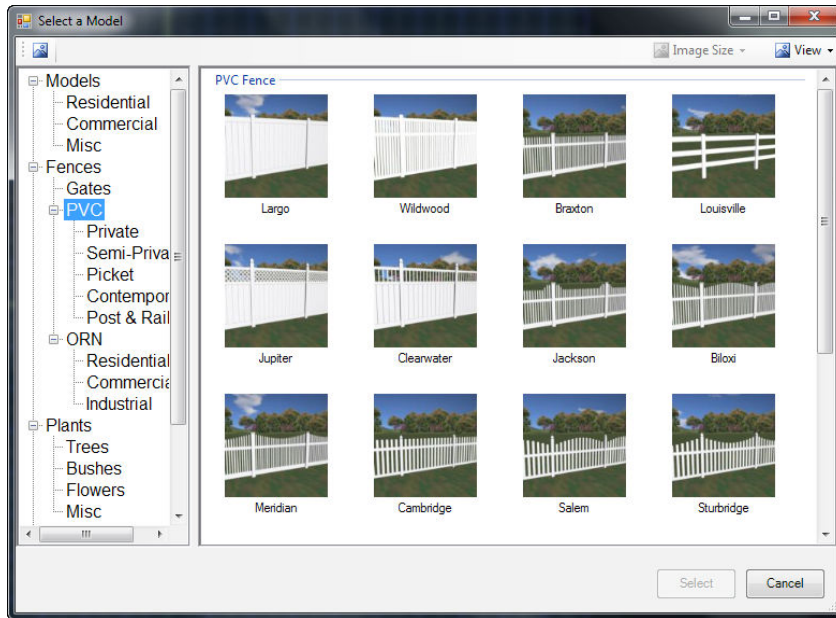


Your customers won't have to imagine how their fence project will look. RealScape will bring the project to life before their eyes. They can see their job from any angle with any style or color of fence. You have control of details like structure colors, terrain, and landscaping. Trees, bushes, and plants give a warm feel to the environment.

Selling is all about '*visualization*'. RealScape will make your fence project proposal irresistible to the consumer and separate you from your competitors.

RealScape Assets

RealScape comes with hundreds of vinyl and ornamental fence models, structural models of residential and commercial buildings, plant models, and numerous assorted ground coverings. We refer to these as 'RealScape Assets'.



Fence Specifications

RealScape provides hundreds of variations of vinyl and ornamental fence specifications. A couple of mouse clicks and a 48" vinyl picket fence can transform into an arched, scalloped, contemporary, privacy, or even ornamental or wood fence, in any available height or color. You have control over the fence height, post spacing, color, post and picket caps and accessories for each specification. You can disable styles you don't sell and can change the name of any fence specification.

We are constantly adding new fence specifications and other models to the RealScape asset library. The 'cloud' based architecture gives RealScape users real-time access to all of these specifications and libraries. Every time you log in to RealScape you get the most current features and assets.

Structural Models

RealScape has three dimensional models for residential houses, detached garages, commercial buildings, backyard sheds, pools, and more. These models are so detailed that one can walk under overhangs and even 'virtually' stand on the porch of a house to have a look around. RealScape gives you control over the

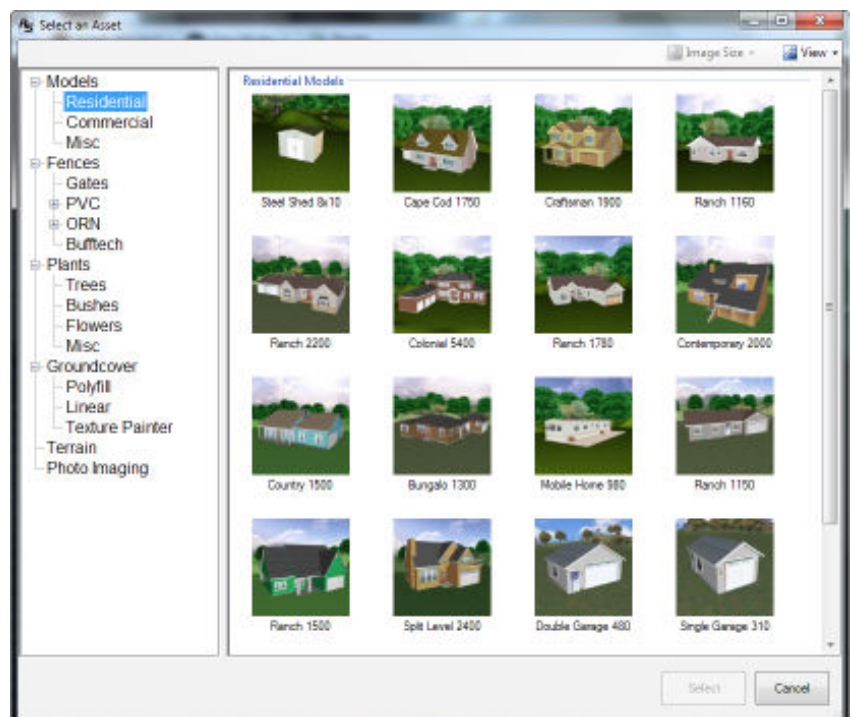
colors of the siding, soffit, fascia, trim, and roofs of buildings. You can rotate, scale, and change the elevation of buildings and other models.

Plant Models

RealScape also includes models for assorted trees, bushes, and flowers. Landscaping adds a great deal to RealScape screen shots and video, enhancing the sense of realism. All of these plants are scalable, you can increase (or reduce) their relative size, simulating the plants maturing.

Ground Coverings

The ground covering assets in RealScape include intersecting streets, driveways, alleys, concrete, gravel, flower beds, leaves, snow cover, water, terrain, woodlands, and paths. These resources enable you to construct very accurate project environments.



How RealScape Works

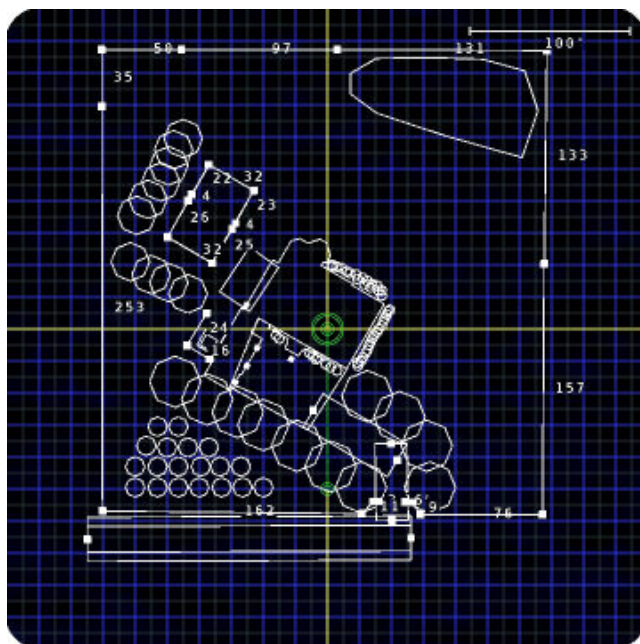
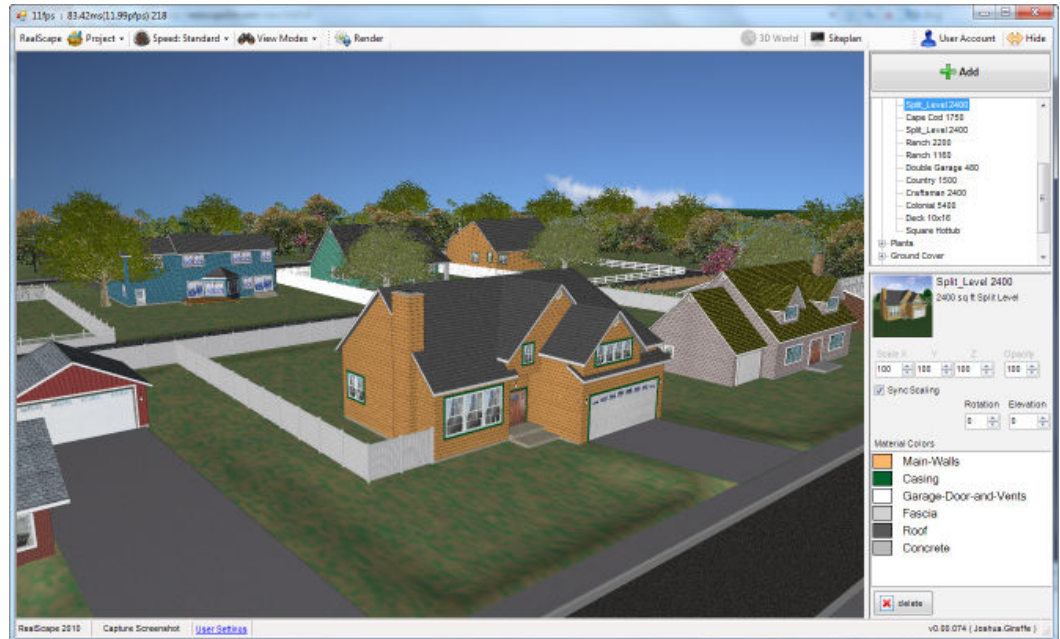
The RealScape Siteplan

You create your 3D project using a simple 2D Interface, the RealScape Siteplan. You can add any of the assets in RealScape to the Siteplan with a simple click and place technique. Residential and commercial buildings, trees, shrubs, flowers, backyard accessories, terrain, streets and driveways, paint textures, various ground covers, and hundreds of ornamental, vinyl, and wood fence styles and variations are available by clicking the ADD button.

You can zoom into an area of the Siteplan for precise placement control or zoom out for easy navigation. You can edit or delete previously placed items. You control the terrain with the ability to make and define hills and valleys. You can reflect elevation variations of the fence by right clicking a terminal post and entering the elevation change (in inches) from the previous terminal post. Entering a positive number makes the ground elevation and the fence on it

rise, while a negative number makes it fall. You can even raise or lower the water table to construct creeks and ponds.

Once you've laid out the project on the RealScape Siteplan, a click on the 3D World button will render this flat 2D Siteplan into a robust, fully accessible three dimensional world ready for delivery to your customer.



The RealScape Home Viewer

RealScape also has a Home Viewer download available. Your customers will be able to navigate anywhere in the project world with this program to examine their job from any angle. They can take their own screen shots and produce their own videos (all still branded to you of course) for sharing with friends, family and neighbors through video and social networking sites.

The RealScape Viewer is a feature-limited version of the RealScape program you have. It enables your customers to change colors of the fence but not change the layout or the style of the fence. They can also change color schemes on the houses or other models in the project world. This provides them with some 'play' value and can help them visualize other projects that they may have in mind. This is another way that RealScape facilitates viral marketing and adds value to your proposal.

RealScape Photo Overlay

RealScape also has a Photo Overlay mode where fences and other RealScape models can be superimposed onto digital photographs.



replaces the virtual background with the digital image, overlaying the fence or other models on top of the image. The fence can then rotate on three axes, up or down, left or right, and closer or further away. All RealScape models, not just fences, can



RealScape makes this far easier than other programs because the 3D fence image imports with the perspective already calculated.

be overlaid on photos. You do not have to be an artist to use RealScape Photo Overlay.



To create a Photo Overlay in RealScape you lay out the fence on the Siteplan, shift into the 3D world and choose Photo Overlay. Mark the most distant

When the first picture is done, you click “Capture Image” and the overlaid photo is saved as a digital photo. Once the first image is saved you can



point on the fence with a pushpin and then do the same to the corresponding spot on the photo. This anchors one point of the model to one point on the image. Click on Photo Overlay and RealScape

quickly and easily change fence types, styles, heights and colors, capturing screen shots of each one to be included as part of your RealScape web page proposal.

Dynamic Web Proposals

RealScape not only creates your job in a virtual world, it also does something few other programs can do, it creates an impressive web page proposal for each potential customer.



You can produce a video of the project in RealScape by designating points in the world as stops on a video tour. When you compile the video, the camera will travel from stop to stop 'filming' the route to produce the finished video. You can change fence heights, styles or colors, or open gates as you compile the video. Any MP3 audio file can be attached to the video as a soundtrack. You can use the included outdoor background sounds, your own recorded message, or a favorite song. The video tour of the

project is the most powerful feature of the web proposal page and the most impressive to the customer.

As you navigate around the project you can create screen shots of the view from any angle. You can overlay fences and other RealScape models onto digital photographs. You can attach PDF documents like contracts or product literature to the web page. The program automatically includes the names and specifications of the fences on the proposal. The web page proposal has extensive areas for adding project descriptions and notes, your logo, a company introduction and the salespersons picture and a short biography.

Once you are happy with the presentation, you 'publish' it. RealScape then combines all the elements you have created (the video tour, screen shots, photo overlays, notes, specs, and PDF files) and assembles a web page proposal. Publishing can also trigger text and/or email messages to the customer with a link to the proposal. **The proposal can even be delivered to web enabled mobile phones.**

The web page facilitates text and email messaging with the customer. It also contains links to email, FaceBook, LinkedIn and Twitter, enabling your customer to share the page with friends, family and

neighbors. The web page has a lead capture form to facilitate connecting you with these hot new prospects.

RealScape is the ultimate presentation and proposal tool to set you apart from your competitors in our increasingly competitive business environment.



Web Proposal on Android

When you are ready to blast your competition out of the water ... contact us for info on how to license your copy of RealScape 3D.

406.294.0840

sales@realscape3d.com



realscape3d.com



Buy RealScape today ... Get a **FREE** Computer !

RealScape is a state of the art, three dimensional project modeling program written specifically for the fence industry.

While the presentation web page including video, screen captures and digital photo overlays can be delivered to any computer or even to web enabled phones, it needs to be created on a computer with Windows Vista or Windows 7, plenty of RAM, and a dedicated graphics card.



System Specifications

Windows 7
2 Gigabytes RAM
Dedicated Graphics Card
Multi-Core Processor
LCD Monitor
300 + Gigabyte Hard Drive



As an introductory, limited time offer, we are including a new, state of the art computer with each new RealScape license. You can even choose between a desktop or a laptop computer. Quantities are limited so take advantage of this offer today!

Your new computer will be shipped directly to you from the vendor and arrive ready to run RealScape. All you need to add is an internet connection and the desire to elevate yourself above your competition.

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BE CAREFUL TO ENTER THE COMPANY NAME, CITY, AND STATE EXACTLY AS YOU WANT THEM TO APPEAR ON YOUR OUTPUT
BECAUSE WE HARDWIRE THIS DATA INTO THE PROGRAM. IF YOU WANT ALL CAPITAL LETTERS, BOTH CAPITAL AND LOWER CASE
LETTERS, OR YOUR STATE SPELLED OUT OR ABBREVIATED, WRITE IT OUT EXACTLY THE WAY YOU WANT IT TO PRINT OUT.

Realscape 3D \$2750.⁰⁰

_____ User Licenses (@ \$50.⁰⁰ ea. Per mo.) \$ _____

(User license fees will auto re-bill every month until cancelled in writing)

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