



# Major competitive advantages of OrthoGraph

1. The only fully **BIM** building survey App on any tablets
2. **Free hand sketch** and its **automatic digitizing** to BIM model
3. **Sketch&Tap** to draw neighboring rooms rapidly
4. **Detailed measures** of each room alone and then stitching them together through wall openings
5. **Measure during Sketch** for large or difficultly shaped rooms
6. **Measuring diagonals**
7. **Rapid measure mode** (keeping angles unchanged) or detailed accurate measures
8. Handling and measuring **curved walls**
9. **Custom wall thickness and height**
10. **3D walkthrough** in the 3D BIM model on the spot
11. **Customizable BIM properties**
12. ... even with **photos and GPS coordinates**
13. Doors, windows and objects with all **3D properties** (and representation)
14. **Freehand sketches** for better documentation
15. **Labels**
16. **BIM location structure** – each room has its own drawing, properties, sketches etc.
17. Live, **on-site report** of areas, volume and perimeters
18. **Detailed Room Book** with all floor plans, parameters and photos in it
19. **3D IFC** (with all properties), and **2D DXF** for most CAD compatibility
20. **Excel output** with all properties and calculations
21. OrthoGraph **Cloud Services** – file versioning, backup and sharing
22. **Teamwork** using OrthoGraph Cloud
23. Supporting Leica and Bosch **distance meters**, can be easily expanded with new models
24. **Multi-Story building(s)** in one BIM model
25. **Scalable scanned floorplans** as background for easy digitization
26. **3D VR Model View**
27. Approx. **5000 users in 3 years** from release sold via AppStore, all paying about \$100
28. Known and accepted **brand**
29. **Unique sales model** in this branch introduced 2 month ago, ~25 new partners in this new model, 81 new partner prospects during InterGeo, large projects already in the queue
30. International Awards: **App of the Year** and **Most Innovative Product of the year** in 2014 (Best In Biz Awards)

