



# Case Study

M+H Architects using HoloBuilder to deliver an immersive design experience to clients.



# Case Study



## Background

M+H Architects is a St. Louis-based architecture firm who provides services to the educational, corporate, recreational, industrial, retail, and religious sectors across the United States. They deliver an “Immersive Design” experience to their clients which includes the use of virtual mock-ups to let their clients walk around and immerse themselves in a design. By giving their clients an opportunity to experience their space, they improve communications and decision making during the design and construction stages.

As an early adopter of virtual reality technology for their design process, M+H Architects introduced virtual client walk throughs as early as 2015. The technology in those early stages included a combination of Revit and a virtual gaming platform to create VR models.

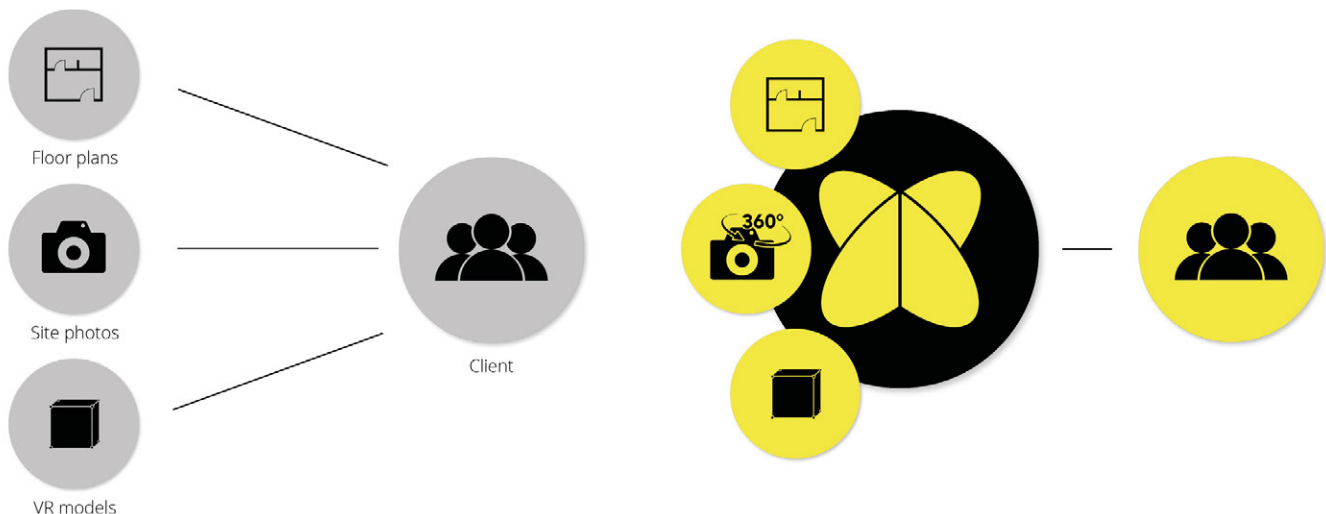
## Challenge

Delivering exceptional customer experience with leading edge technology is important for M+H Architects. As part of their Immersive Design approach, they were looking to expand and improve on the VR experience for their clients. Not only did they need a simplified approach to create the virtual experience, they also wanted the ability to share more information with their clients in real time. Their original approach required manually naming, managing, and uploading 360° images to different platforms for sharing internally and with clients. They found it difficult to tie the 360° images to a floor plan or to store them in context of a project.

## Solutions

Today, M+H Architects uses HoloBuilder for most of their projects. With HoloBuilder they integrate 360° images with floor plans from early design concepts through to construction. They begin with using HoloBuilder to share 3D renderings with clients and then using the JobWalk app to add site photos as the project progresses, including project closeout documentation. Unlike traditional site photos, the 360° images are easily tied to a specific area on the floor plan and provide a very intuitive perspective for the client. They also use the JobWalk app to pre-plan their site visits, highlighting areas to visit or capture photos.

M+H Architects uses the HoloBuilder markup tool to add notes or embed links for product specifications on the floor plan. The notes could be something as simple as clarification on a paint color, but it gives clients clarification on design and progress and expedites client approvals and buy-in.



*The integration of HoloBuilder simplifies the communication with the clients via integration of several media that were used separately before.*



Even when it's outside of M+H Architect's scope on the project, the 360° images they capture during construction provide the client and contractors with historical references to previous work. This can help resolve issues early and provide a comprehensive record of progress for the entire project team.

---

**"We have really enjoyed the 360 tours. It was so fun getting an opportunity to get a visual on what our school was going to look like after it was completed. In addition to the typical excitement that goes along with the opportunity to see a real live model of every nook and cranny of the school, it was extremely helpful for us to get a true idea of the details inside the building such as the stage area, paint colors, and millwork. We made several changes based on the tour which made our final product exactly what we were looking for. Without this, we would have been disappointed on move-in day. Instead, we had a great opening and an amazing building. Thank you for working with us. "**

Patricia Marquis, CEO Innovative Premier Services and Founder of Creative Inspiration Journey School

---

## Results

With HoloBuilder technology, M+H Architects gives their clients an immersive experience at every stage of a project, minimizing the need for in-person walk throughs, and improving communication. They have found that a virtual walk-through is more intuitive and immersive than traditional field reports or photos, especially for clients who are less familiar with design drawings or the construction process. M+H Architects believes that their ability to successfully deliver new, leading edge technology to clients has helped them build successful relationships, secure repeat business, and win new work.

---



The addition of HoloBuilder has helped M+H Architects manage their 360° photos more efficiently and effectively. Previously, they had to manually name and upload the images which was a labor-intensive process. The JobWalk app and the ability to tie the images to the floor plan have minimized the effort and helps them keep track of photos within the context of the project.

They've also found the appeal of the VR experience has a reach beyond their role on a project. During a recent project for a charter school, M+H Architects used the virtual walkthroughs to keep all their stakeholders informed of progress and even extended access to the VR walk throughs to help support the school's fundraising efforts.

---

