



Press Release

Quadstone Paramics Integrate Google Sketchup Support

Edinburgh (UK) July 29th, 2009 – Quadstone Paramics now provides integrated support for Google's popular 3D modelling tool, SketchUp, bridging the gap between transport engineer and 3D modeller. Google's 3D Warehouse contains thousands of both in house and third party developed SketchUp models which transport engineers can now utilise to create detailed visualisations of a given road network.

Quadstone Paramics' focus on 3D graphics in traffic and pedestrian microsimulation means a further increase in model detail, aiding model building and helping to effectively communicate model results to non technical audiences.

Ewan Speirs, Technical Director at Quadstone Paramics, "Google SketchUp Integration is a fantastic addition to the Paramics tools bringing powerful 3D visualisation to the everyday user, no specialist skills are required. For over 10 years Paramics has been at the forefront of 3D visualisation for urban planning and traffic engineering, integrating with Google SketchUp allows our users to drive more value from the complex simulation models they build".

Since launching the UAF (Pedestrian Simulation Software) in 2008 the team at Paramics have seen extensive market pull as government agencies of all sizes look to promote pedestrians as a more attractive means of transportation with many high-profile authorities around the world showing an interest in the software and many new projects underway.

The crowd modelling capabilities of UAF make it an ideal tool for evaluating both existing areas and new proposed developments, such as retail space, sports stadiums and public transport terminals, it is also especially useful for evacuation studies.

More information can be found on their Pedestrian Simulation website at www.pedestrian-simulation.com

About Quadstone Paramics

Quadstone Paramics has driven the innovation agenda for traffic microsimulation modelling software since the early 1990's. With over 2000 users in 45 countries, their pedestrian simulation software tools have been deployed on some of the World's highest profile projects, by a broad mix of Federal, State and Local Government Agencies along with consulting engineering firms of all sizes.

Operating autonomously as part of a London Stock Market listed company, Quadstone Paramics continues to address the changing demands of the Global Market through offices in the UK and the United States, along with resellers in Australia, Europe and Asia.

The culmination of over 6 man years of development, the launch of the Urban Analytics Framework (UAF) Software from Quadstone Paramics brings vastly improved levels of software capability pedestrian modelling the world over.