



We invite you today to discover the activity of the ATM department of Gifi. Thank you to this team to have allowed us to share their work with you.



Presentation of Gifi and of the ATM department

GIFI was founded in 1981 and has become the French n°1 distributor of low price equipment of the house and of the person.

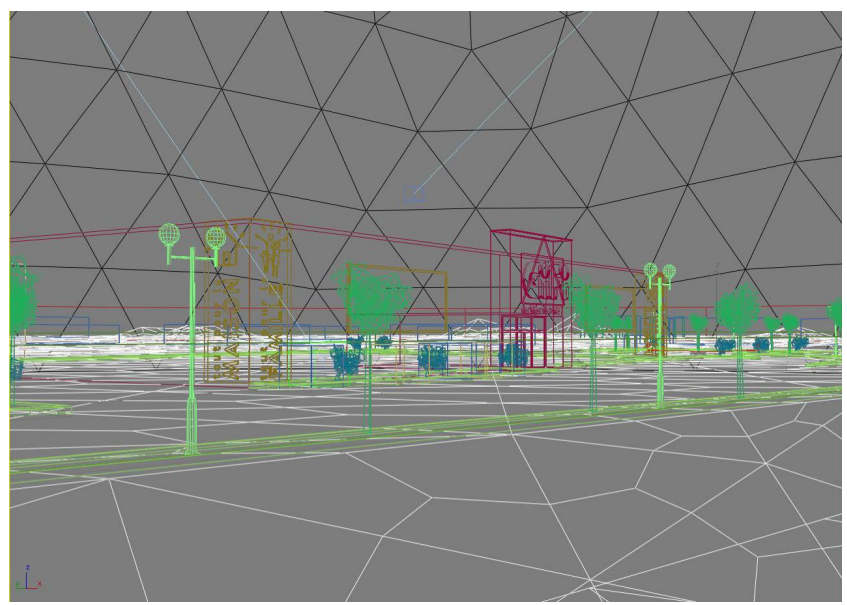
Thereafter, because of the increasing number of points of sales, the ATM department (Installation, Work, Maintenance) was created in order to have a total control of this expansion and to be present at all the stages which constitute the creation of points of sales building.

The ATM department work

Since the creation of the ATM department, we have always intended to make the concept of GIFI stores evolve, and this with the most powerful tools of the market, those which are at the top of the technology.

Thus, we intend to show our future projects, using real time 3D, to the town halls, in order to be innovative.

Moreover, this support has become essential in-house for the development and the improvement of the store surface of our points of sales.



The Creation Tools

For these projects, we have used 3ds Max and ADT from Autodesk for all modeling, all this on NEC workstations. We are experiencing creation in low poly so that a maximum of PCs can display our creations. This is why we use 3ds max in order to have a total control of the polygon.

The NOVA engine from Vertice, with which we explore our projects in real time, allows us to avoid monopolizing workstations during many days of calculations, as we have experienced before.

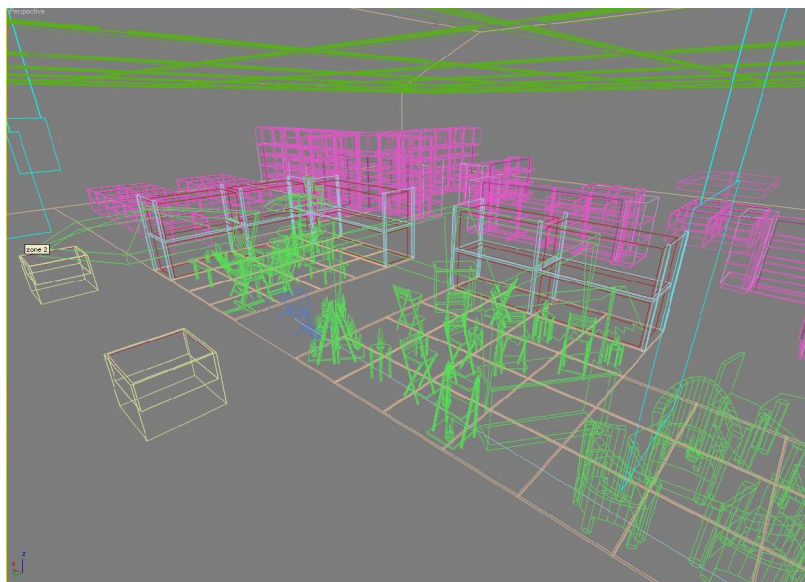
With NOVA, we have now the possibility, within the same executable and independent file, to walk around in this virtual universe but also to interact with this one, to carry out screen captures and even to create some videos.

The advantages of this production pipeline

In addition to the time saving and the innovative way to show our future projects, it also becomes very pleasant to work in the same way that a graphic designer of video games works. Although this way of proceeding once again obliges us to control our modeling (we are starting to work in 3D), this time is largely paid back.

In fact, NOVA is also of a very great help in the interior installation of our stores. Indeed, the fact that it allows us to move virtually between the display shelves gives us the ability to optimize the different zones which constitute the sale surface.

Finally, the time spent on training is largely rewarded by the quality of the result and this communication tool allows a better comprehension of our plans from all our colleagues, because a virtual visit is always more explicit than simple 2D drawings.



Some figures on the project

- For the exterior project:
 - 91436 triangles
 - 106 objects/groups of objects
 - 75 textures (a majority in DDS format)
 - 1 light
 - 3 cameras
 - Time of creation: 1 week (it is our 1st real time project)
- For the interior project:
 - 165900 triangles
 - 99 objects/groups of objects
 - 70 textures (a majority in DDS format)
 - 1 light
 - 2 cameras
 - Time of creation: 1 week and more to come following the new data concerning this project



Conclusion

This new era which is real time 3D as well as the techniques of the video Game Industry adapted to the field of Architecture, helps us to always go further and to focus even more on our job of drawings specialists.

As pioneers in the design of sales surfaces in real time 3D, we hope, in the near future, to push this concept further and to reach, thanks to NOVA, the level of the kings of this industry.

