

Empire of Melbourne 1:100 scale , 2014

# Capability Statement

Models Inc

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## Executive Summary

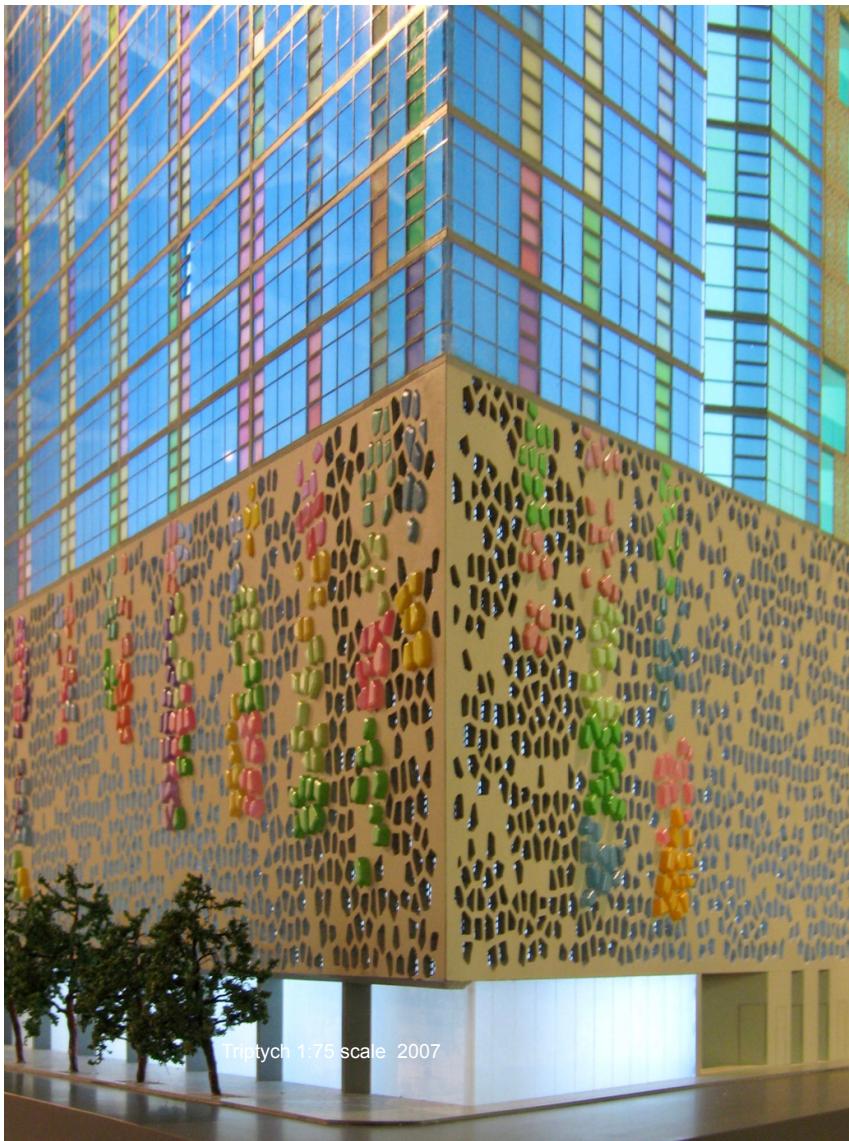
At Models Inc, you can think of us as your go-to creative and marketing communications services in the Property Development sector.

What sets us apart from the rest of our industry peers, is the fact that we have the ability to offer every single element you need for your project marketing. Our key capabilities include Architectural Modeling, 3D Illustration and Animation, and Prefabricated Display Suites, as well as Branding, Design, Printing and Sign-making.

As a recipient of Models Inc's services, you'll experience best-in-class services here in Melbourne through a single point of contact, wherever you may be. Leveraging our 28 years of experience, we understand what you need and we can ensure you get there.

In a nutshell, we provide the best talent at a one-stop shop.

This document comprises Models Inc's statement of capabilities and its expression of interest to provide a range of unique products and services to ensure a successful launch of your project.

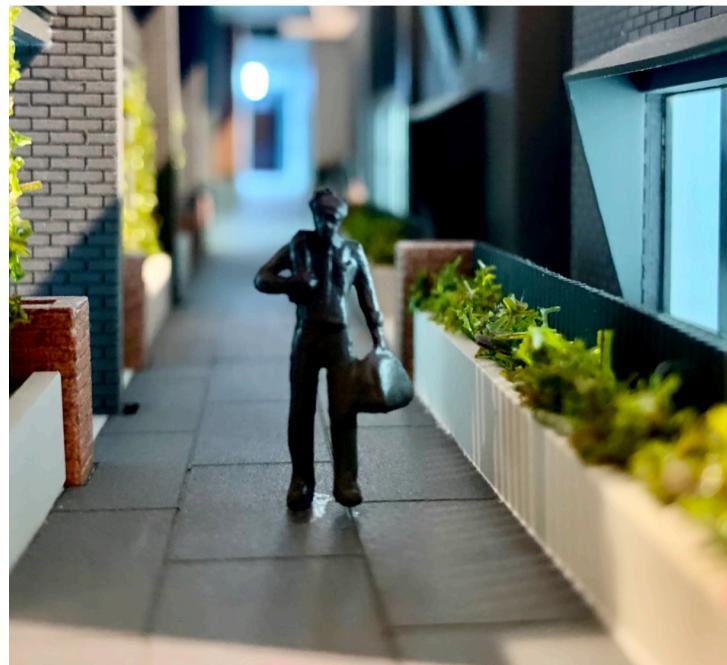
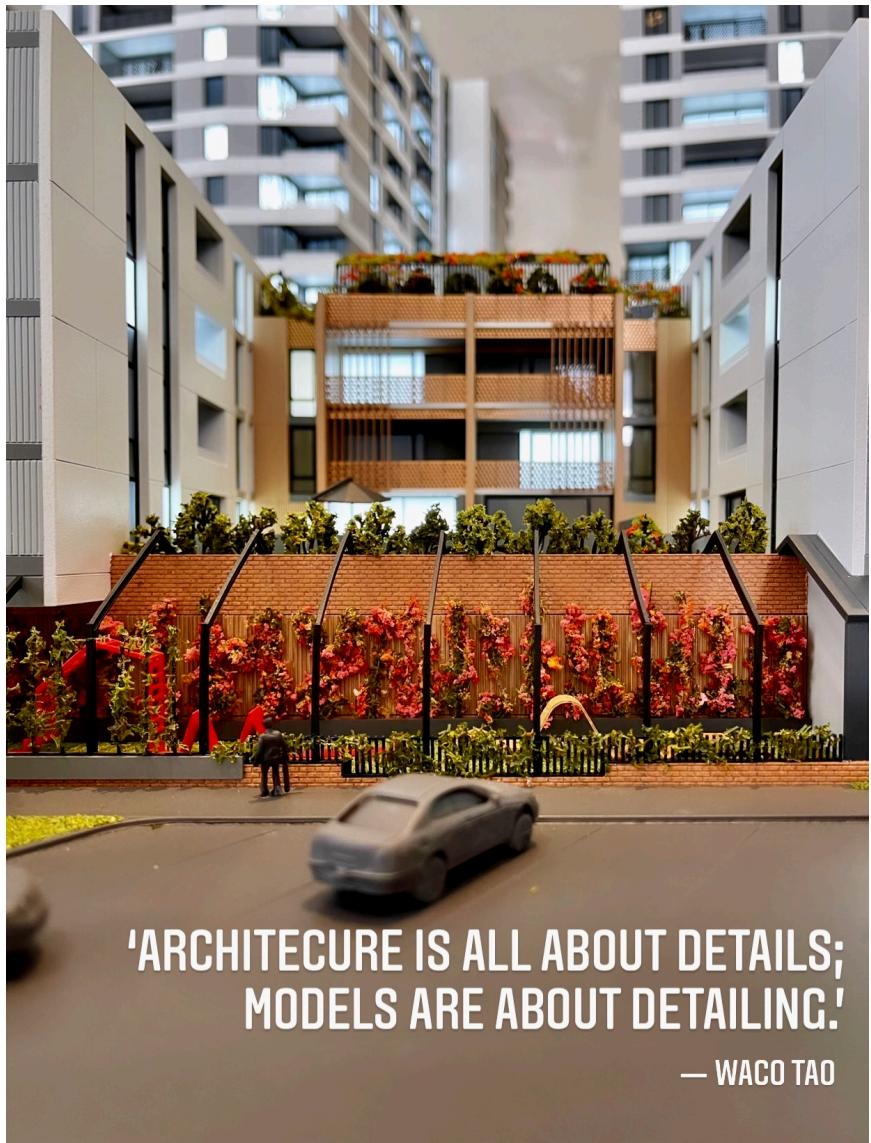


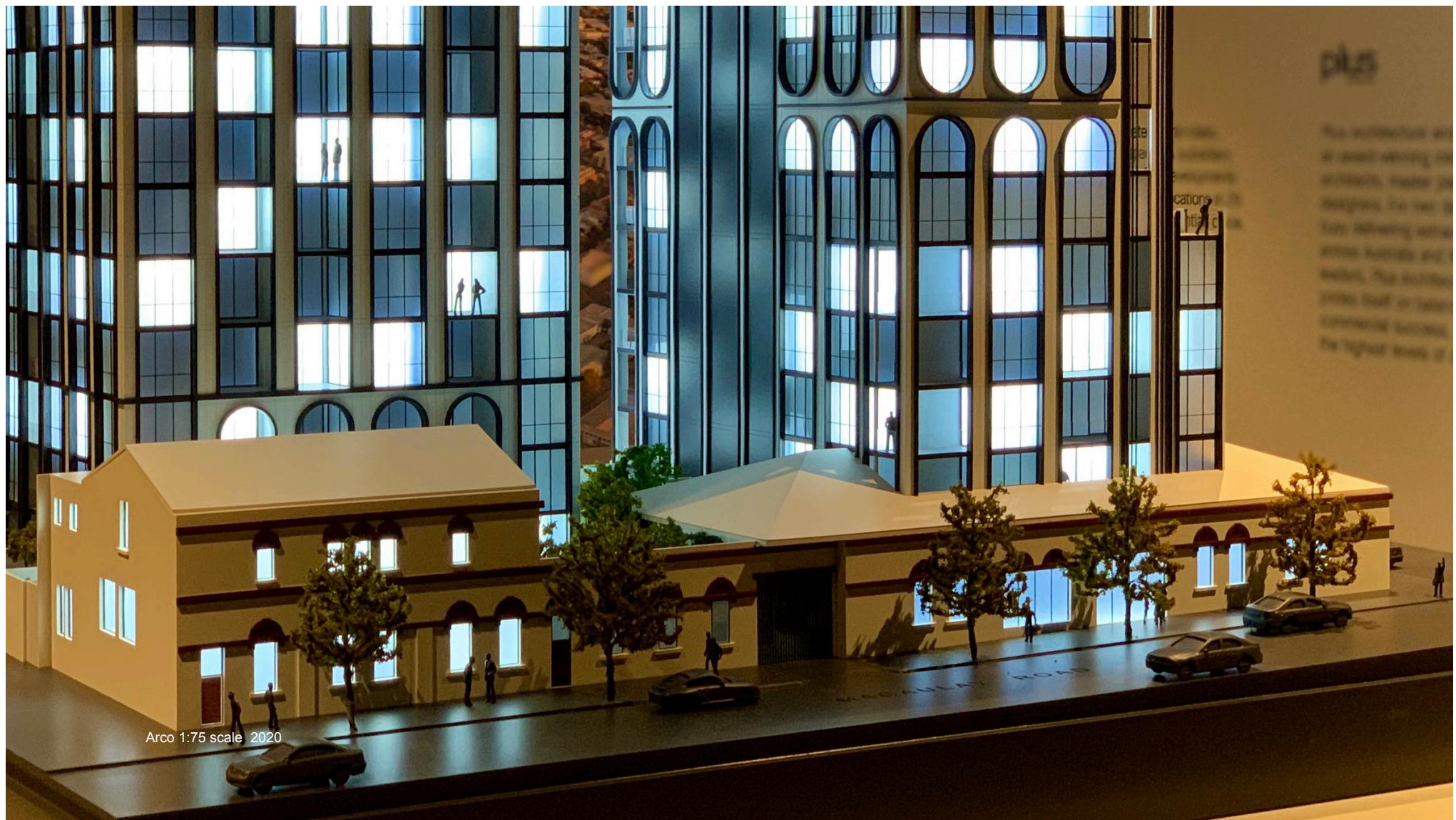
## Architectural Modeling

Model-making expertise is a rare skill, and one that marketing firms generally outsource. This disconnection between the client and the model-maker is a leading cause of cost over-runs and other common issues with the model-making process. Our offering is built around having a best-in-class model makers as the lynchpin of our proposition.

Our life-like models are competitively priced, but offer features that are usually additional (such as internal lighting and high levels of external detail) with other suppliers. Model-making is our passion, and our abilities are simply unsurpassed in the market today.

Add to that a hawk-like attention to detail and a commitment to meet the toughest timelines, and you have a model-making capability that ticks every box, and then some.



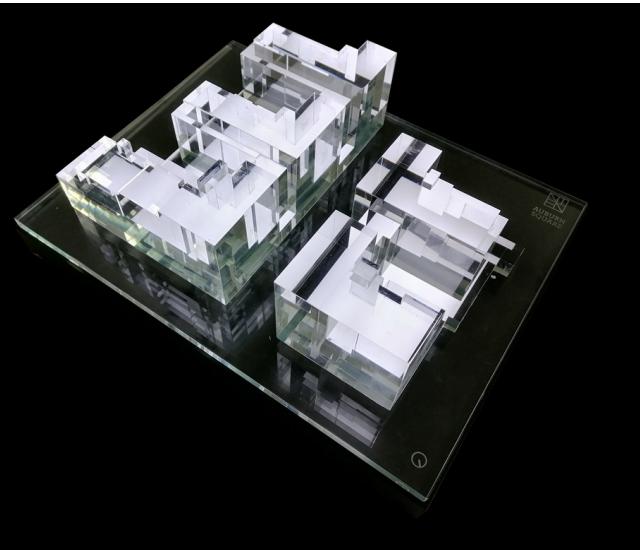


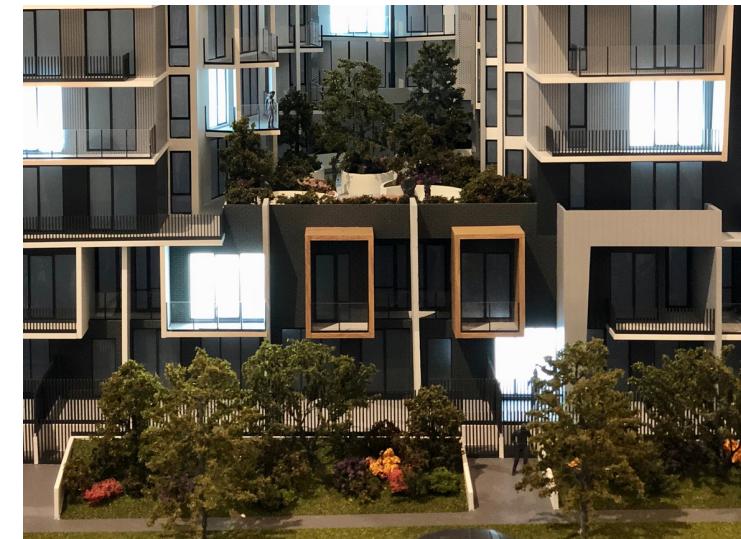


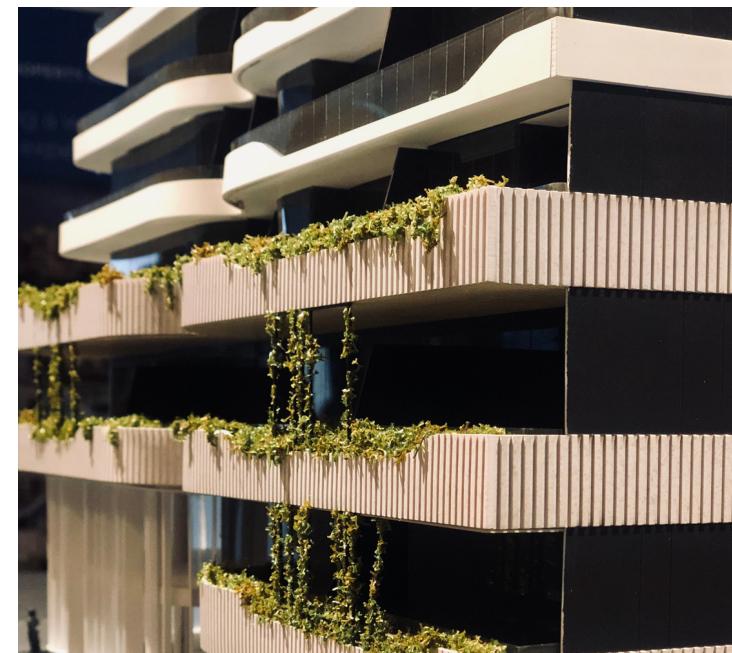
## Precision & Details

We are confident and proud to claim that our models are with such unparalleled passion and details that no other industry peers can match. Our unique value-adding capability sets us apart and stand out from the rest.



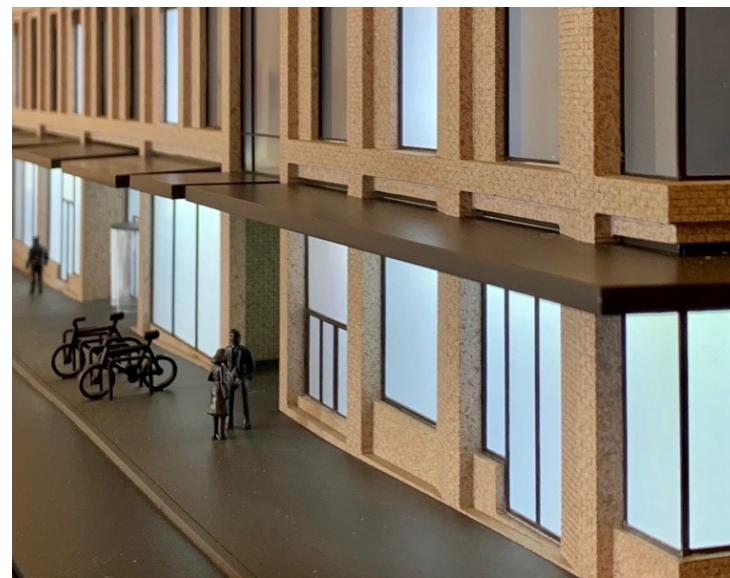






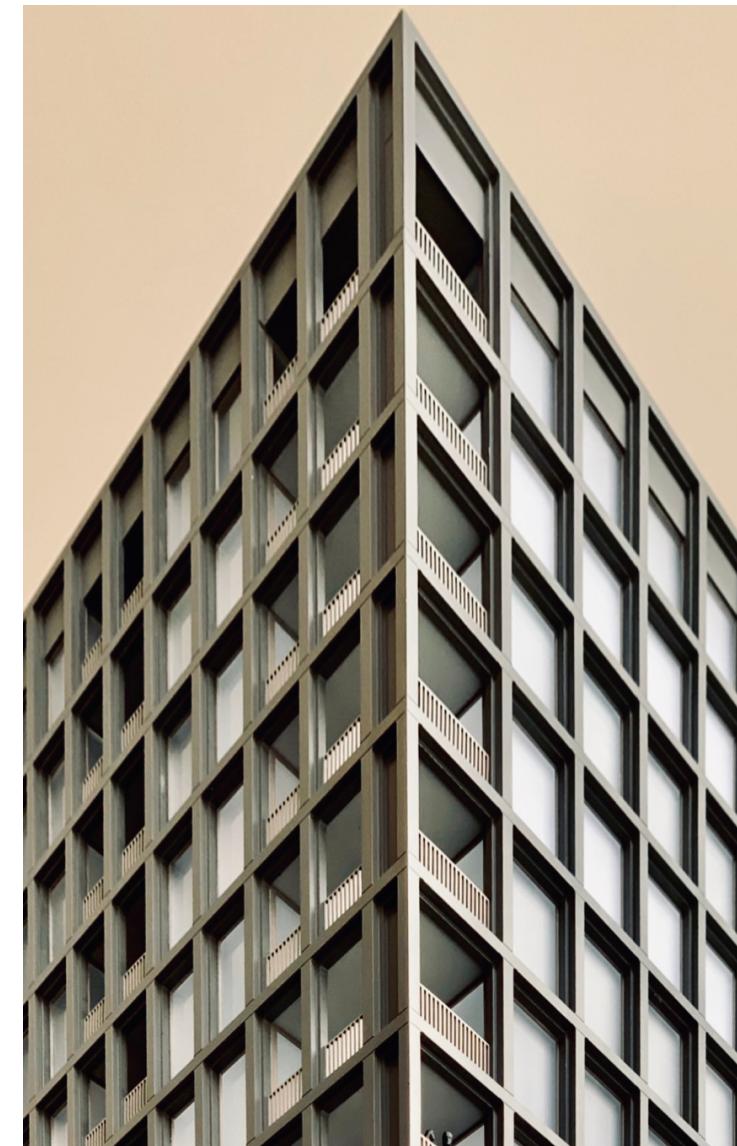


Siverleaf 1:40 scale 2007





Coburg Collective 1:75 scale 2018

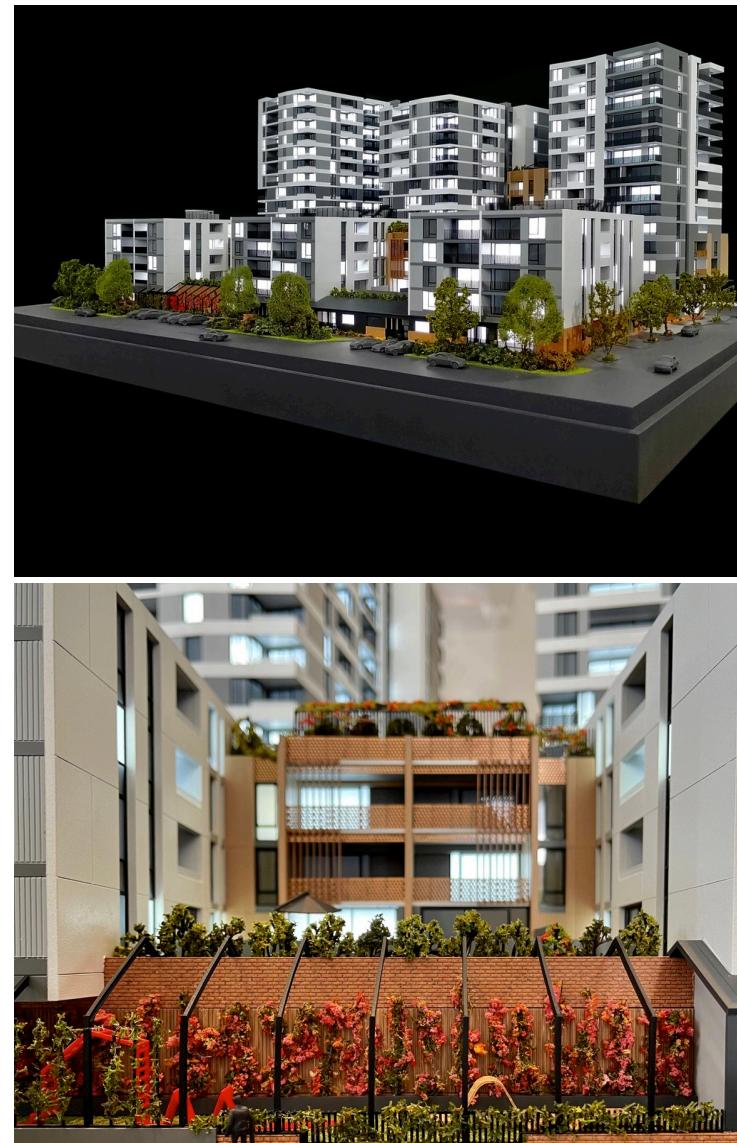






Gasden 1:75 scale 2020

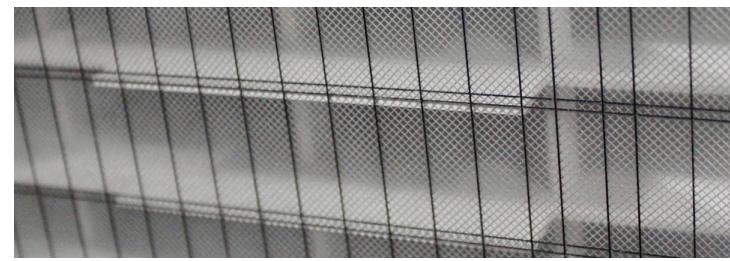
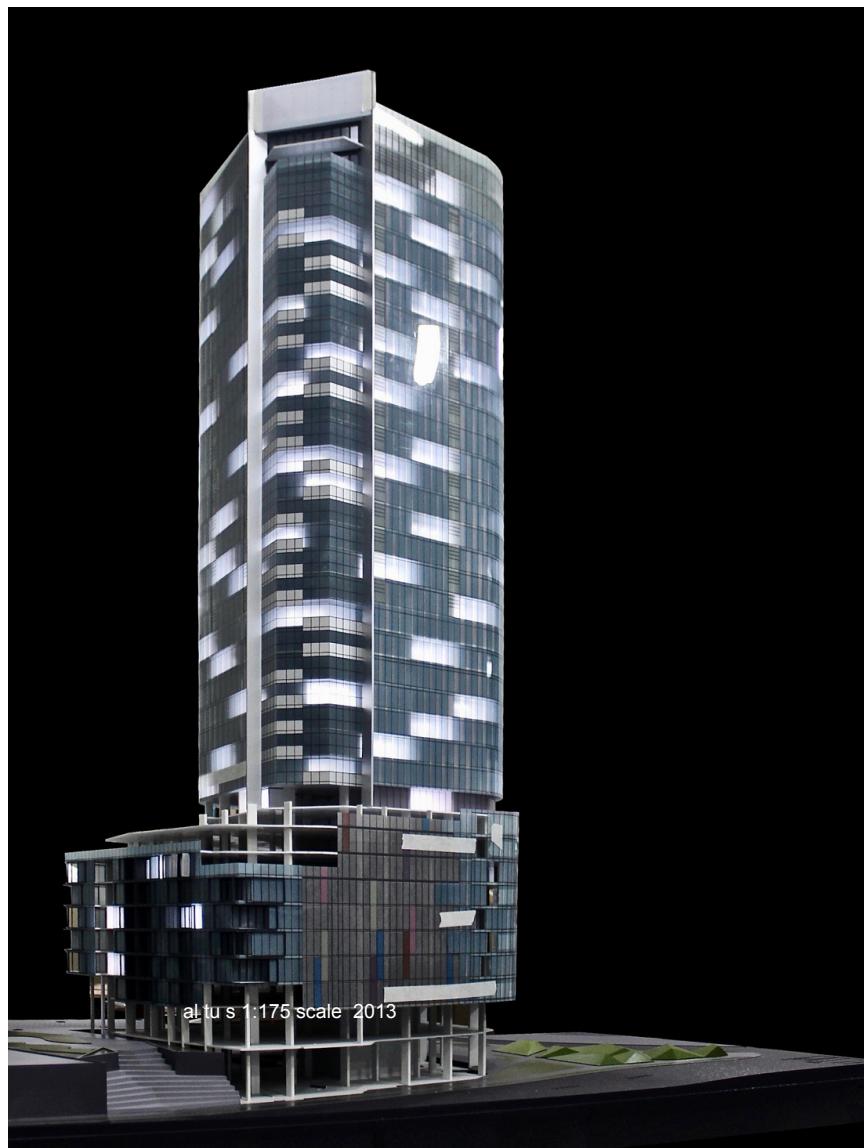






The Times 1:100 scale 2021







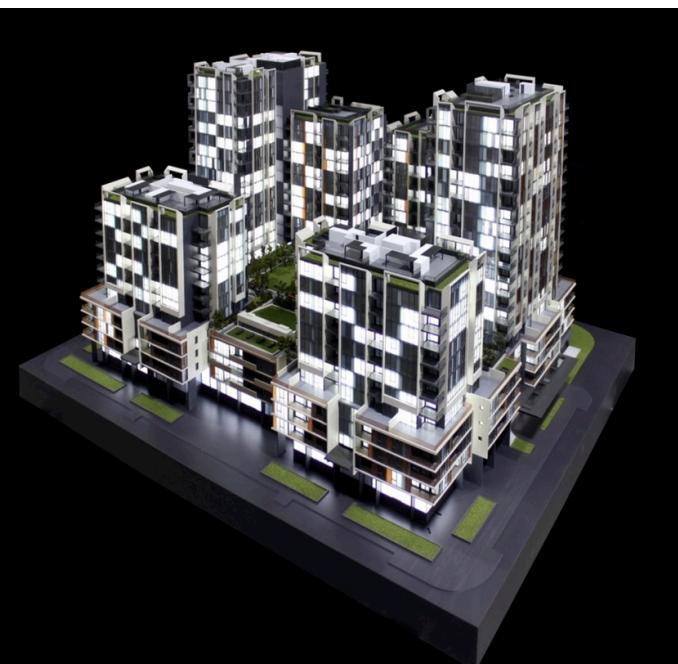
## Reliability

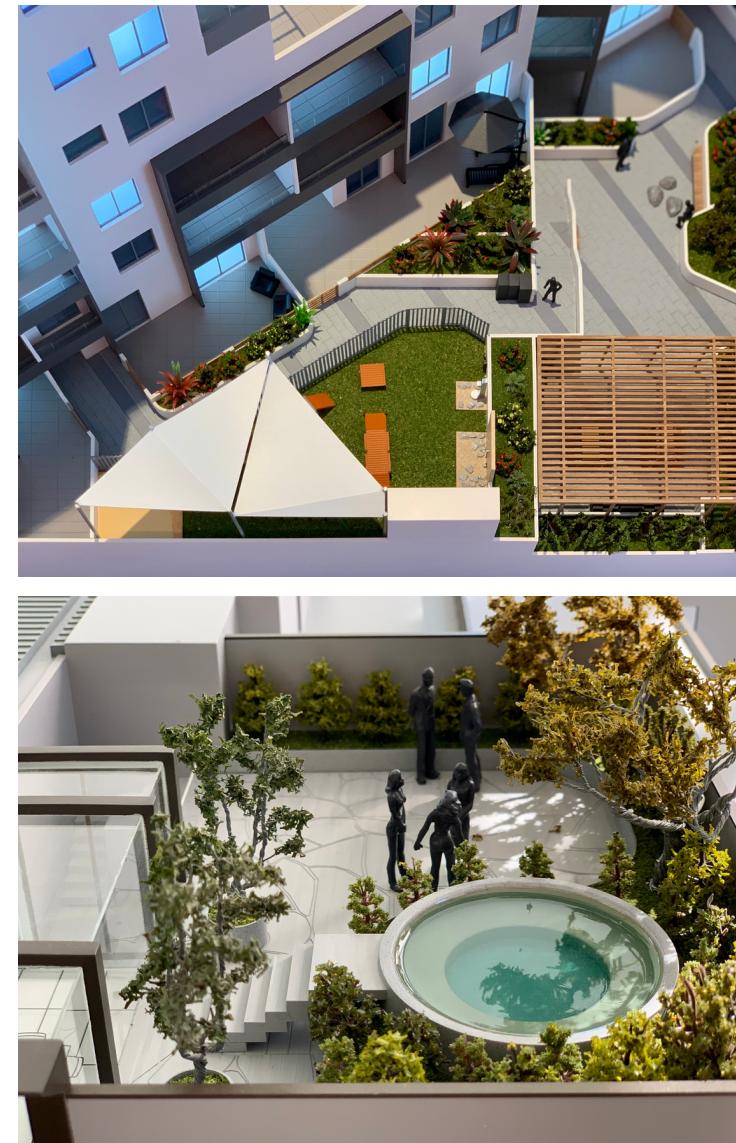
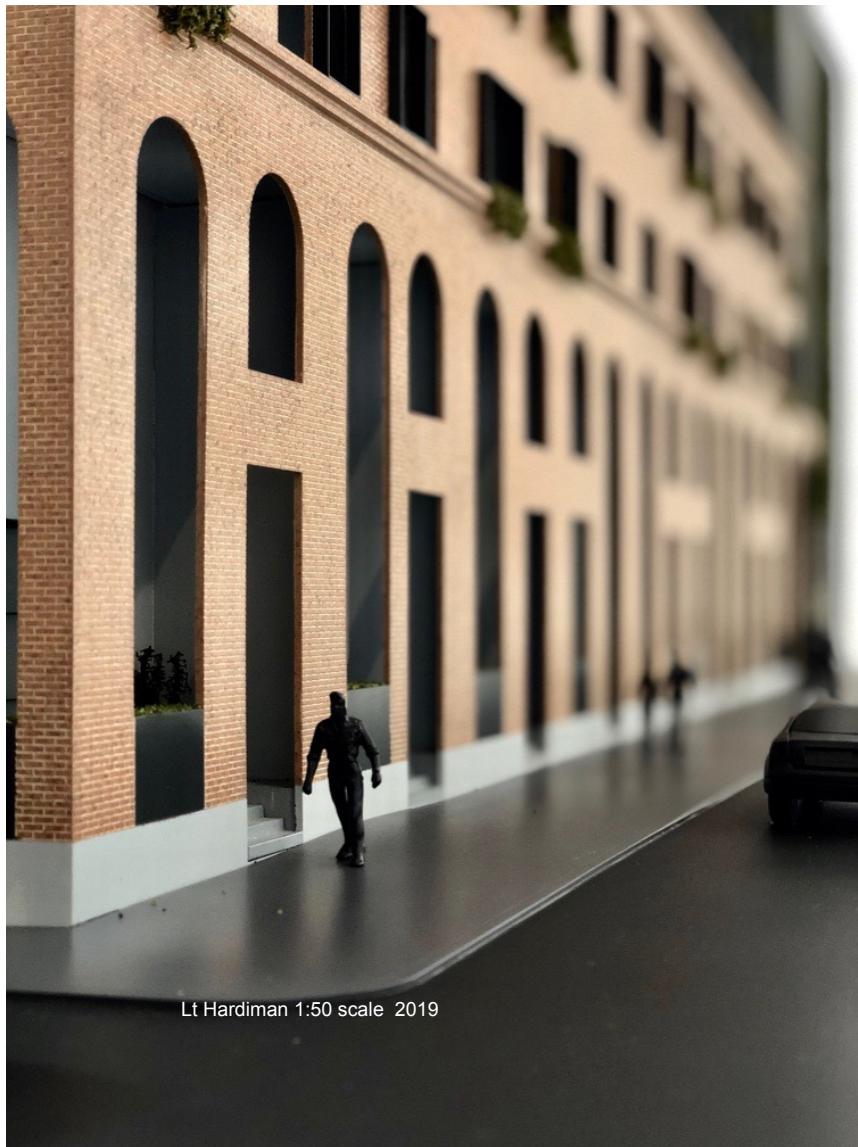
We customise the delivery schedule to accommodate project launch deadlines, with the quickest turnaround being just five days from order to delivery.

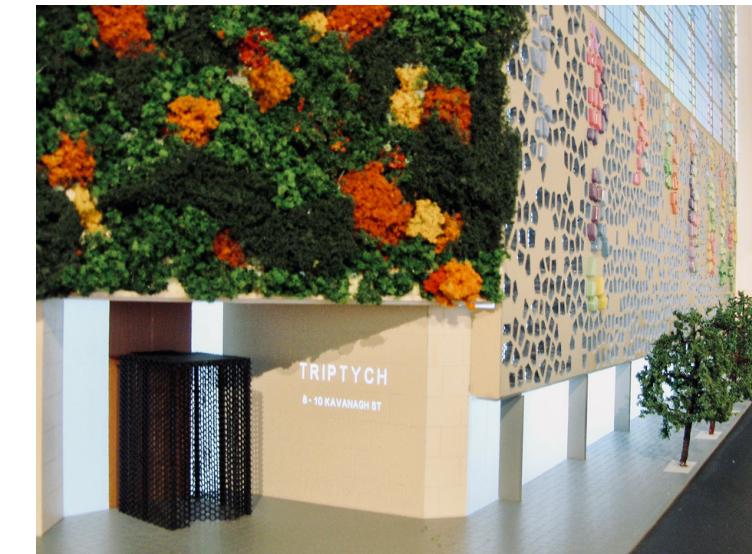
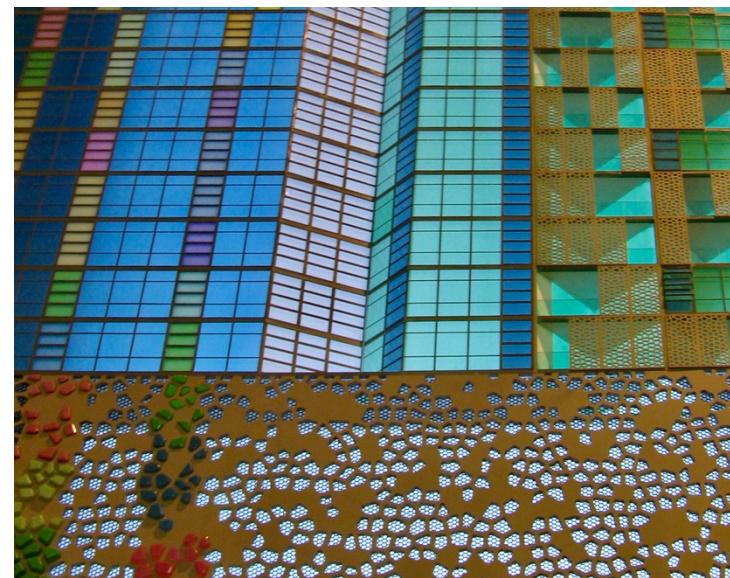
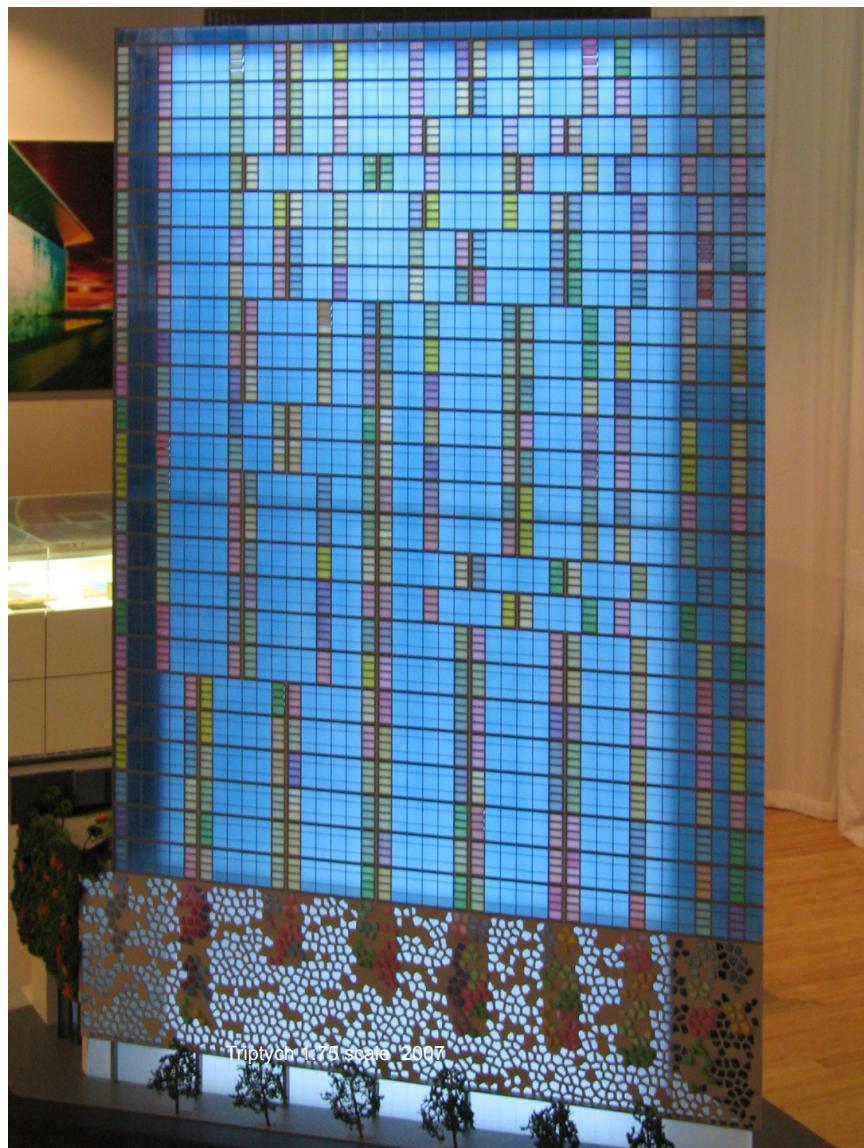
Delivery on time, in time and every time has always been an integral part of our capabilities.













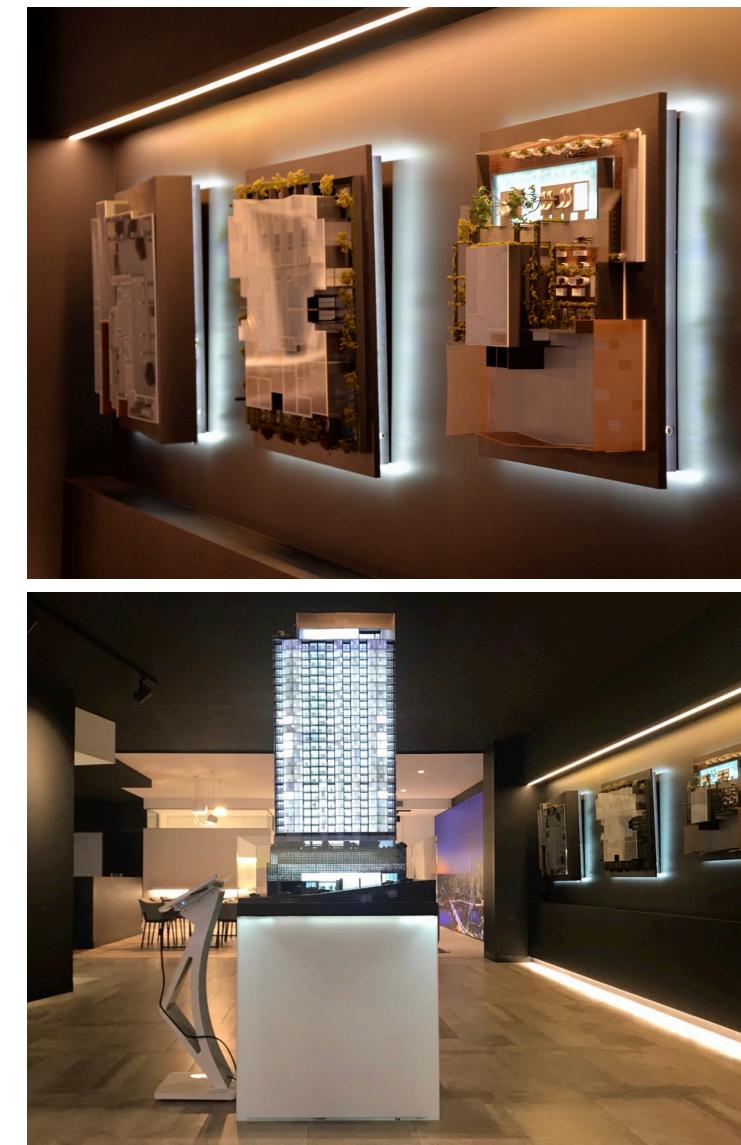
## Innovativeness

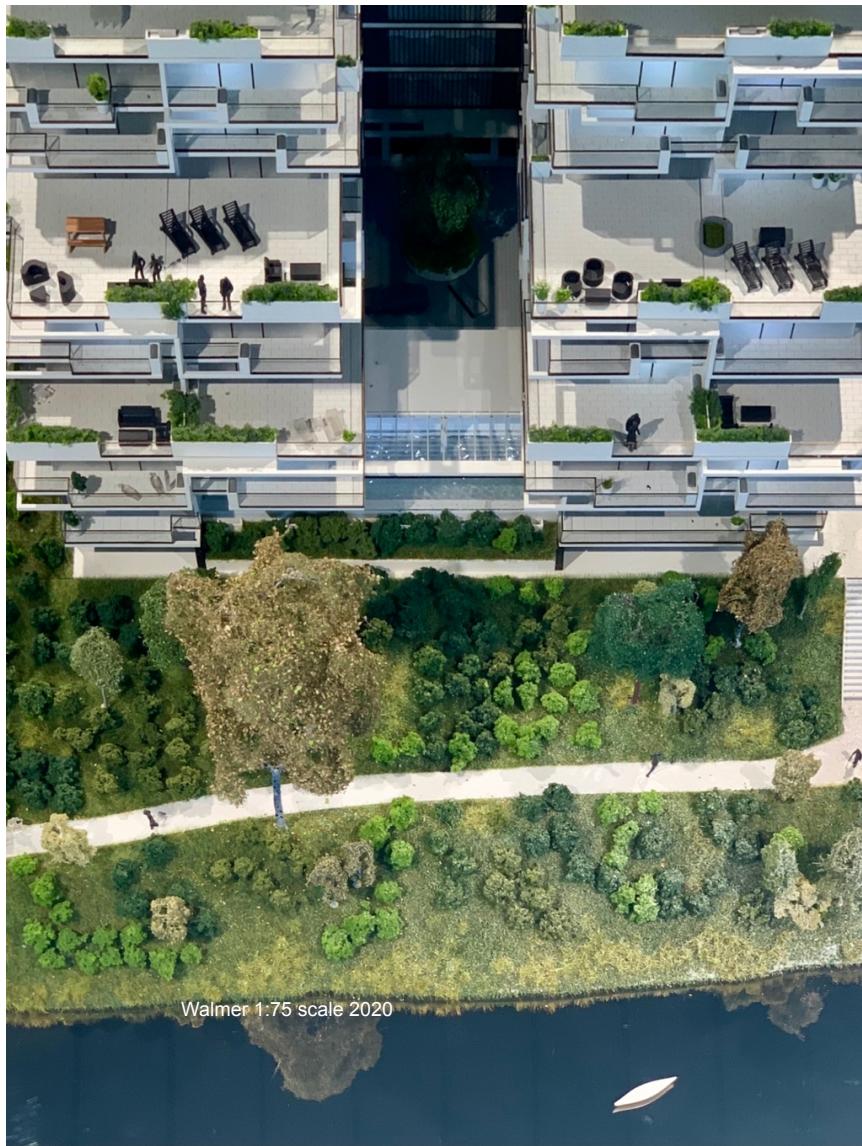
Recognised as a 'miniature building company', we channel tremendous energy into every project with innovative ideas and craftsmanship, ensuring visual effects intended to be released to an extreme.

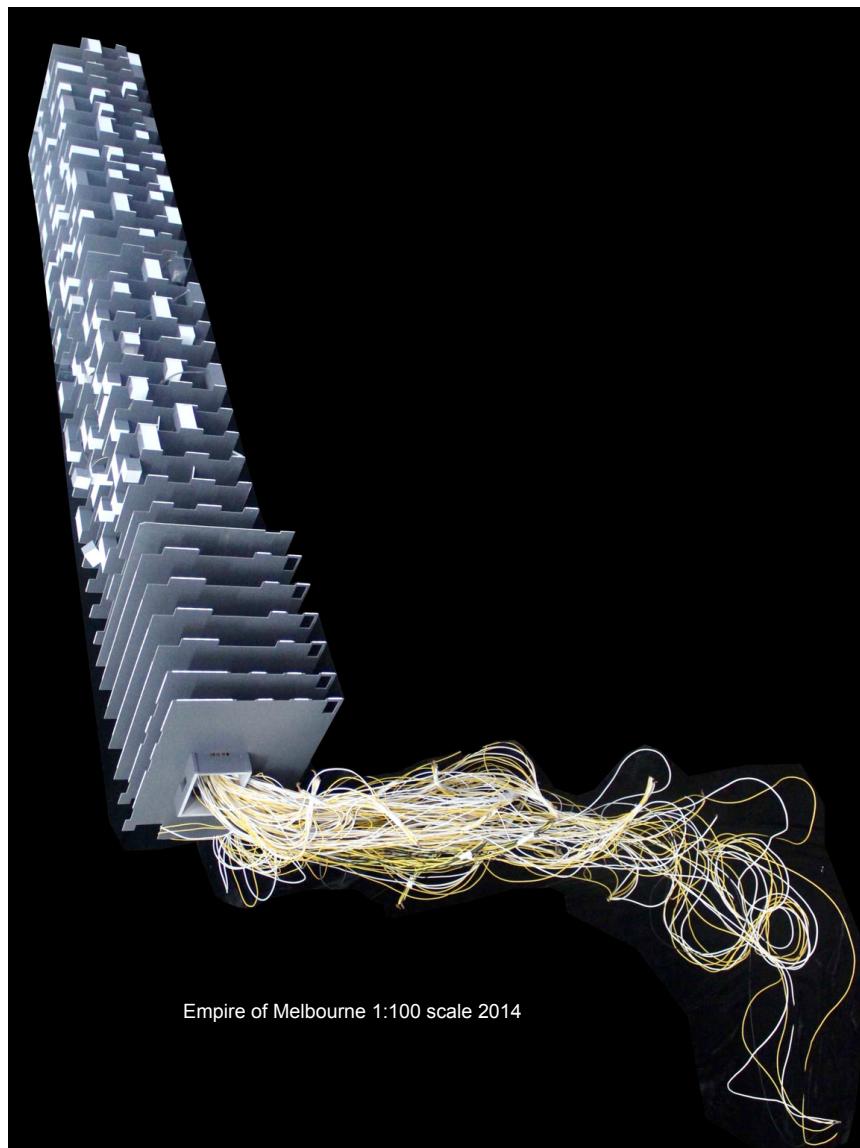
We pride ourselves for being a most innovative model maker, with an introduction of wall-hung models, which have now been recognised as one of the most effective selling tools by the apartment developers and marketers.

Multimedia interaction through touchscreens and iPads is one of the many innovative technologies that we have brought into our USPs.

Internal illumination and under-lit project logo engraved onto the model base are amongst standard features which we provide as a compliment.



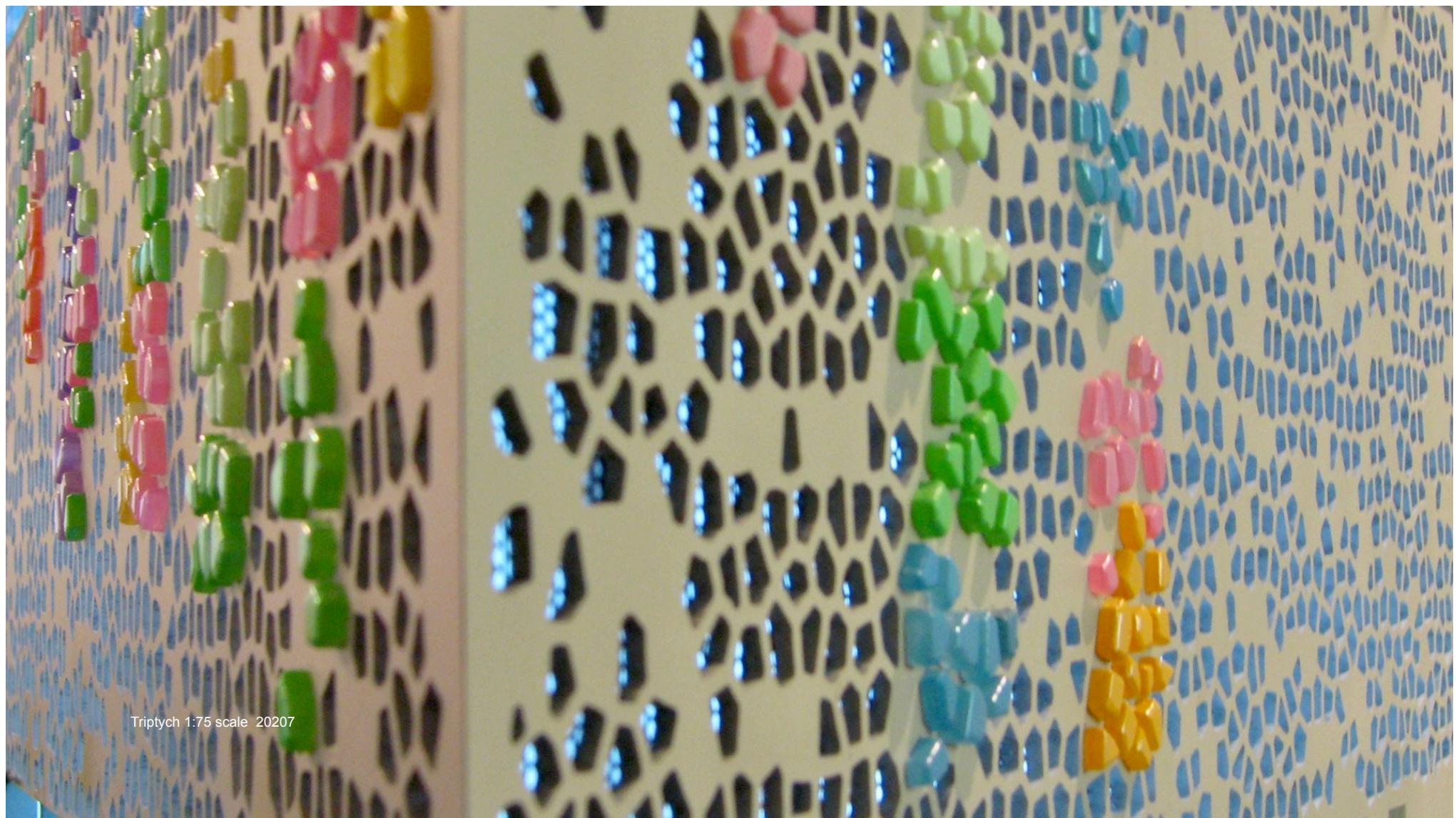




Empire of Melbourne 1:100 scale 2014







Triptych 1:75 scale 20207



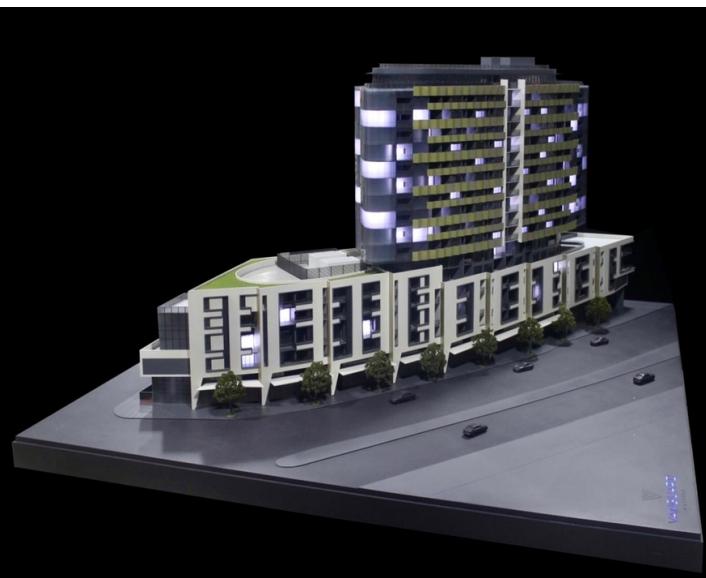
Waco Tao & Karl Fender

## Industry Endorsement

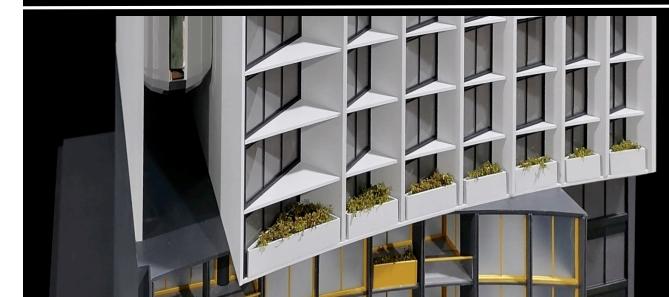
Endorsed by developers, architects, project managers and marketing firms and alike, we have a proven track record of over 28 years of model making experience as an industry leader with many of our works labelled as masterpieces which are set to bring more success to project marketing.

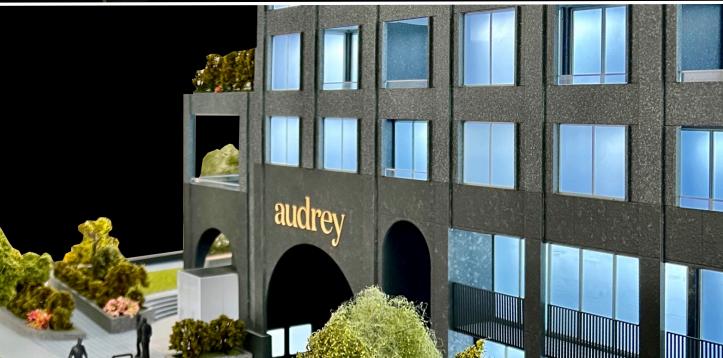


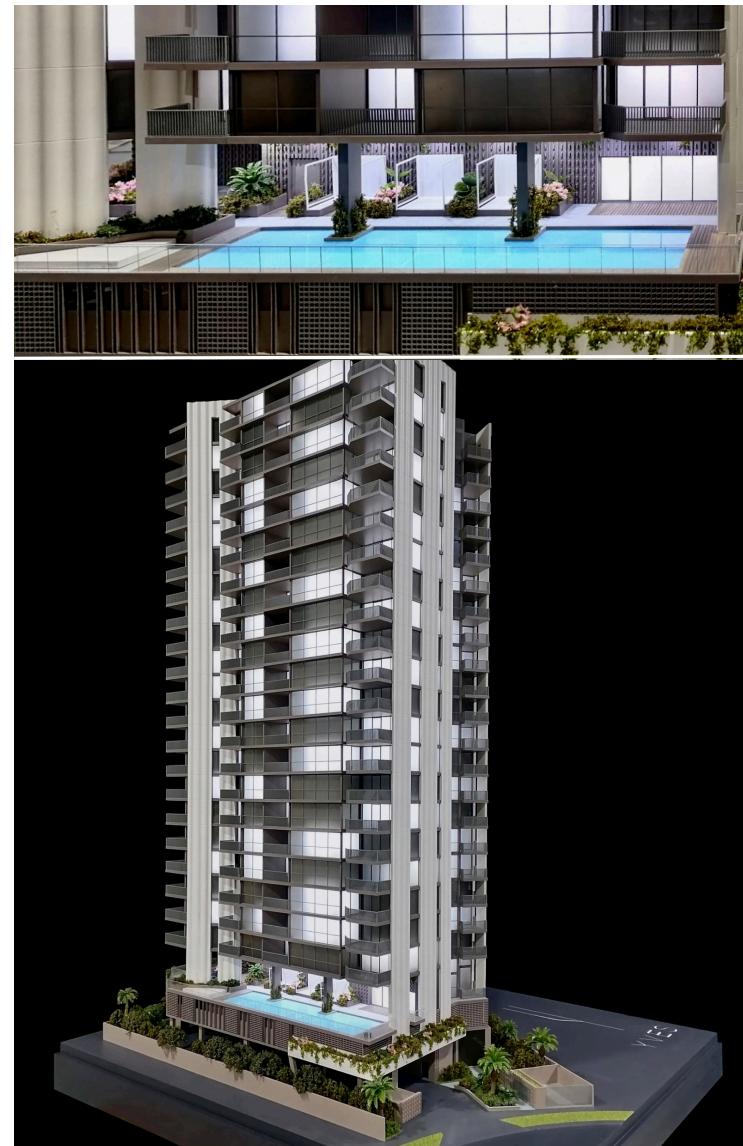


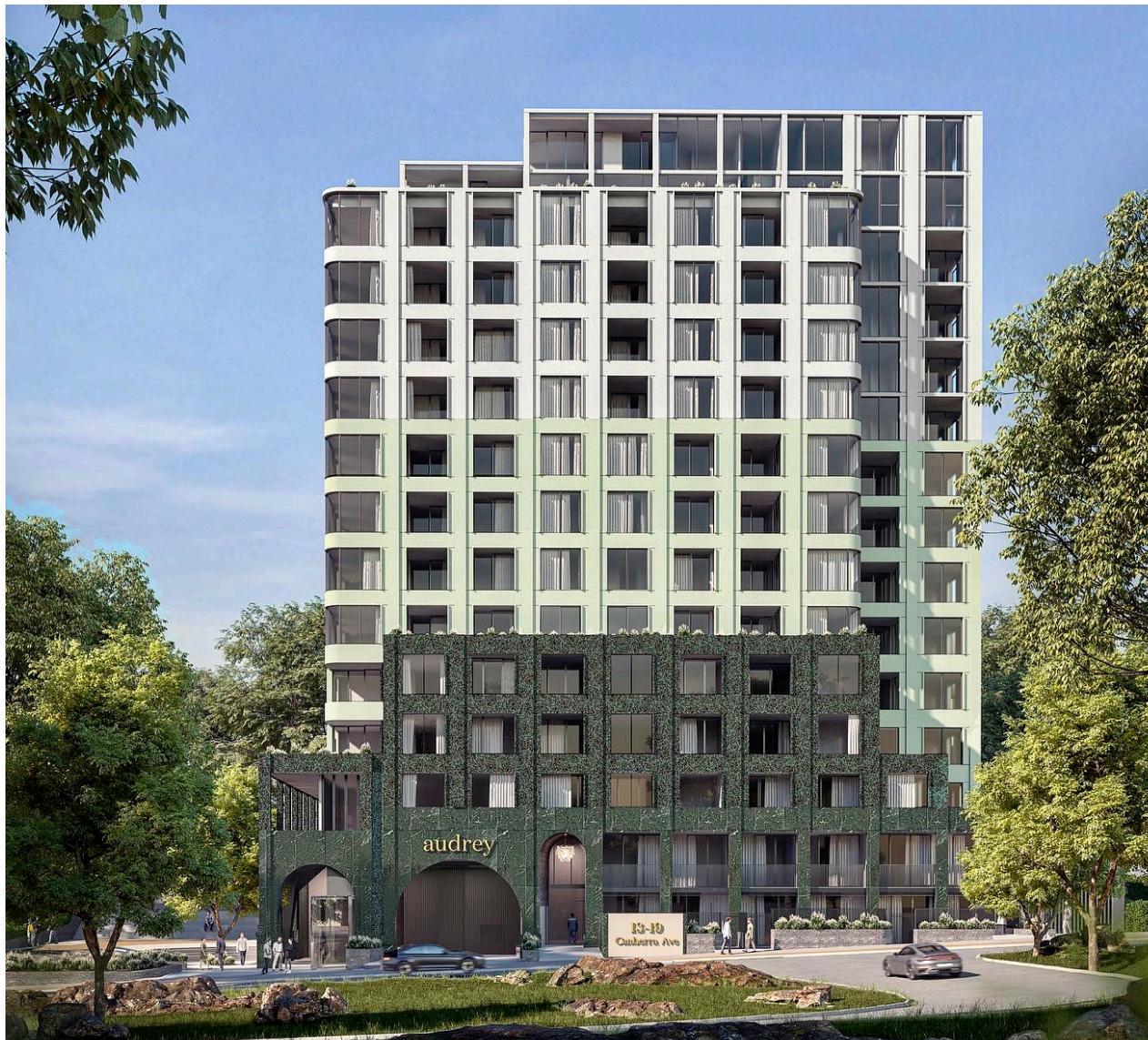












## 3D Illustration & Animation

Not a lot of 3D modeling and animation companies can claim that they've been around for over a decade, but we can. Our decades of international experience is in your hands, helping you to visualise the most creative aspects of the development, and to contextualise the project for your customers.

Our aim is to use the latest technology to provide the highest quality work at competitive rates, and within realistic timeframes.

Even within tight budgets, we excel in providing tools that help buyers and investors visualise your designs, and understand your vision.





## Products

We are a high-end audiovisual and image making practice based in Melbourne that service customers both home and abroad.

We are specialized in innovative solutions for strategic real estate marketing.







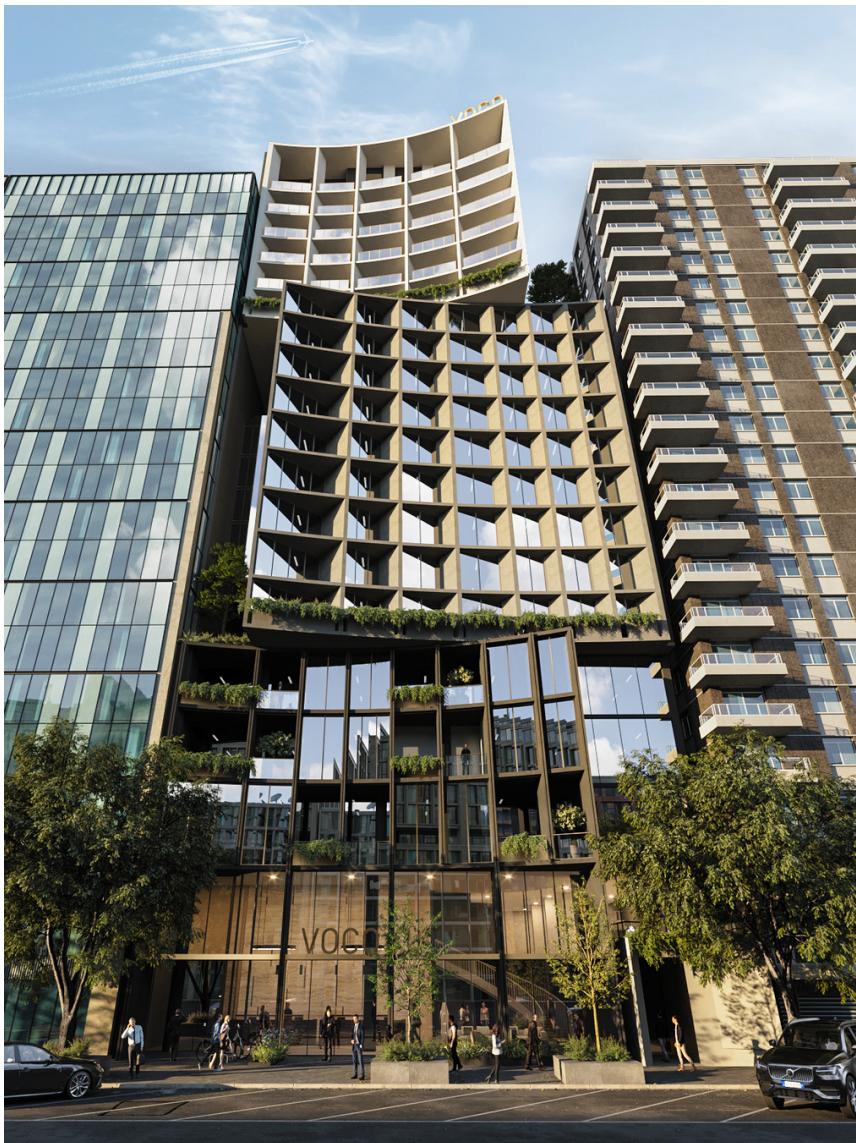
## Process

Throughout each project we take a proactive approach. We assign interior designers and stylists to every project. Working with the project architects and designers to direct, specify, cross-reference and carefully curate each project.

This mixture of high quality art direction with the most innovative technical solutions ensures originality and sets your project apart from the rest.







## Services

- High-end hyper realistic images. Exterior, interiors and environment recreations.
- Audiovisual productions and animations.
- Graphic Design for marketing campaigns.
- Virtual Reality 360° walkthrough.





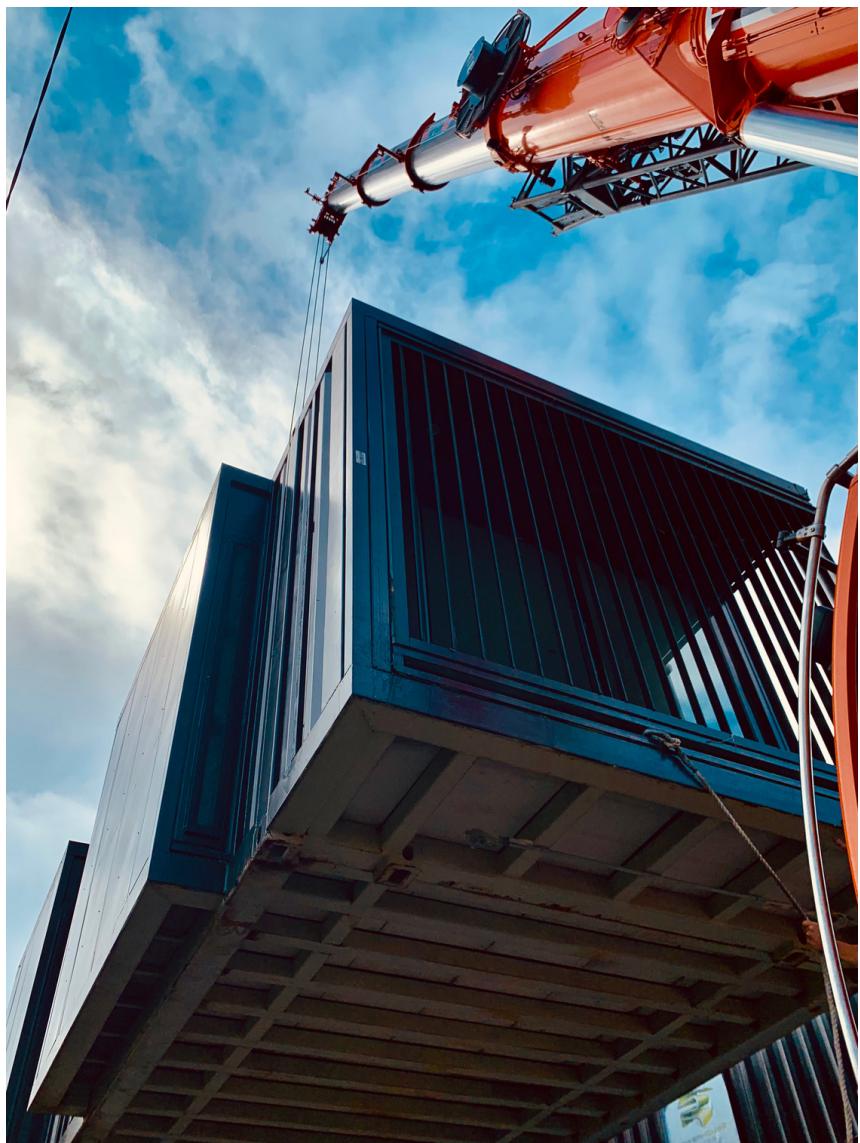
## Prefabricated Display Suites

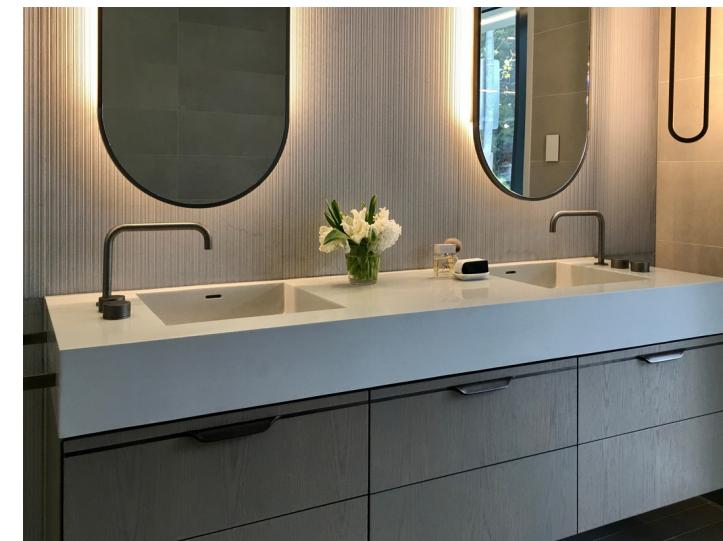
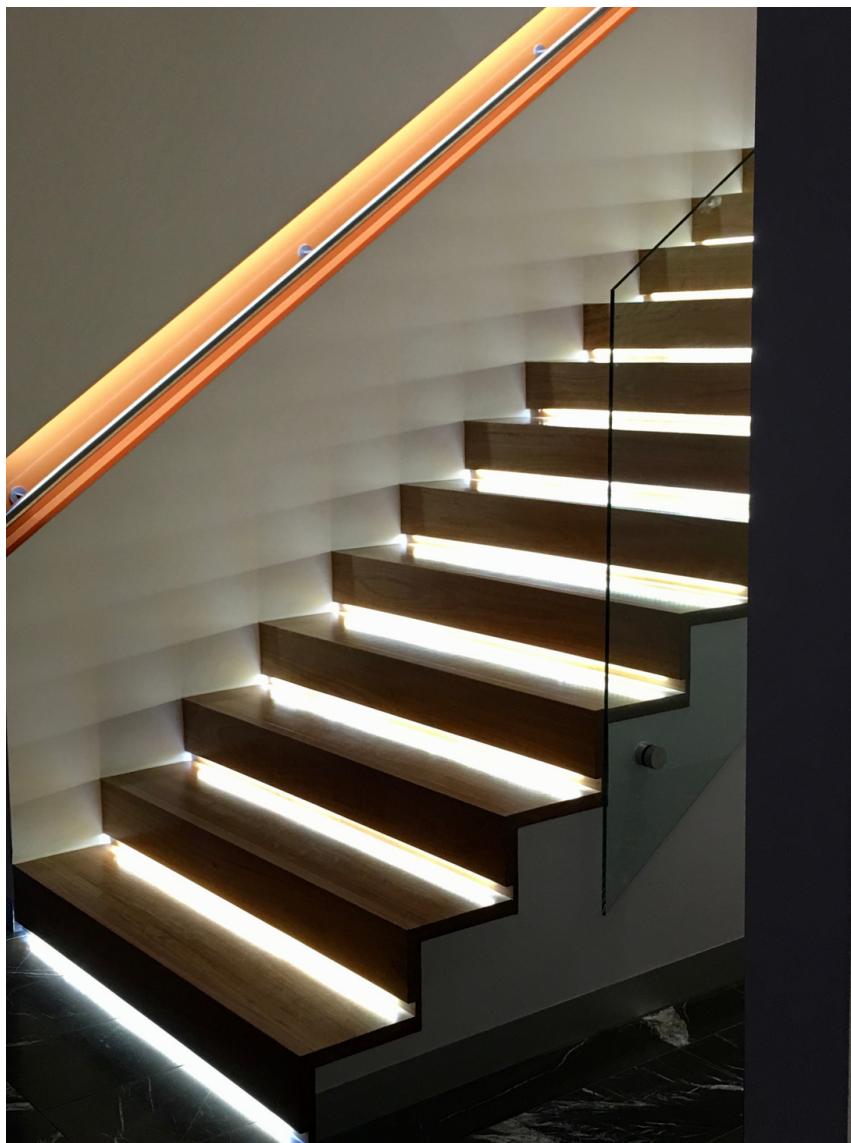


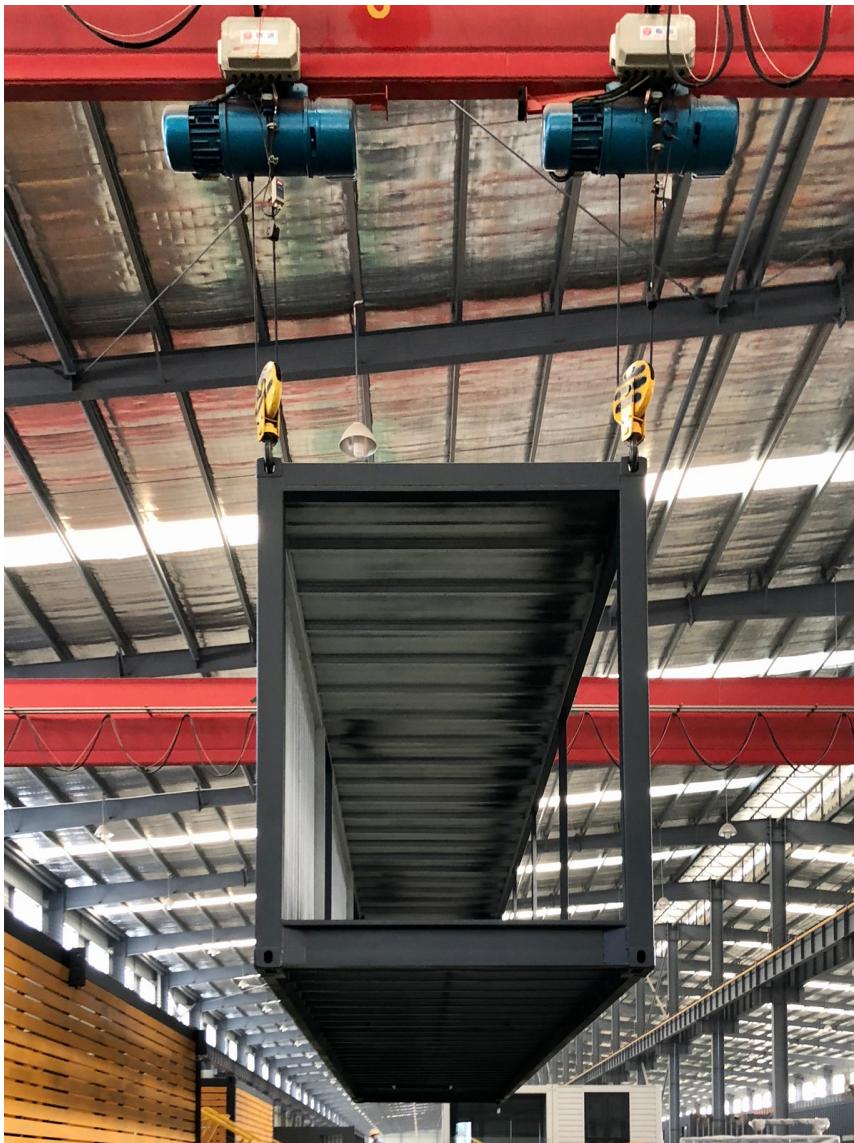
## Cost Benefit

Prefabricated construction provides a number of financial savings, thanks to our automotive style Supply Chain integration and management. The methodology is designed to minimise construction time with fixed costs in a controlled environment, regardless of the site location.







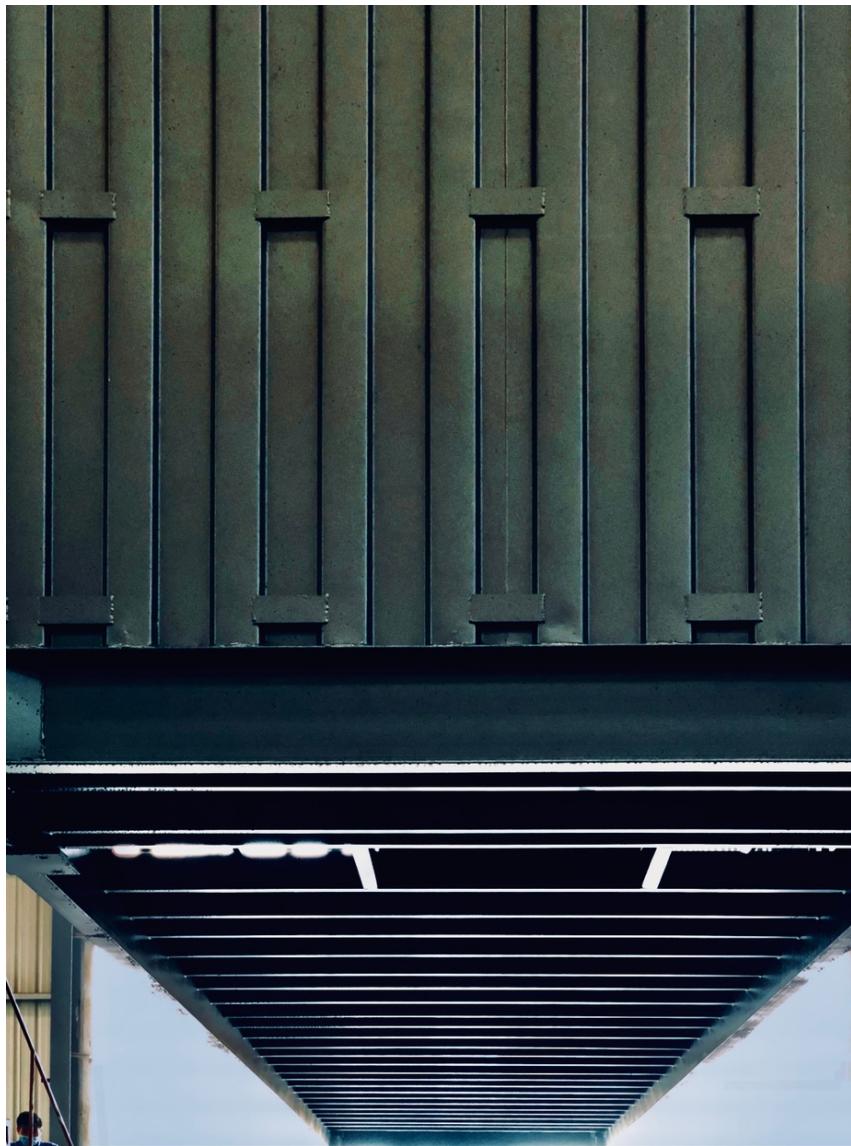


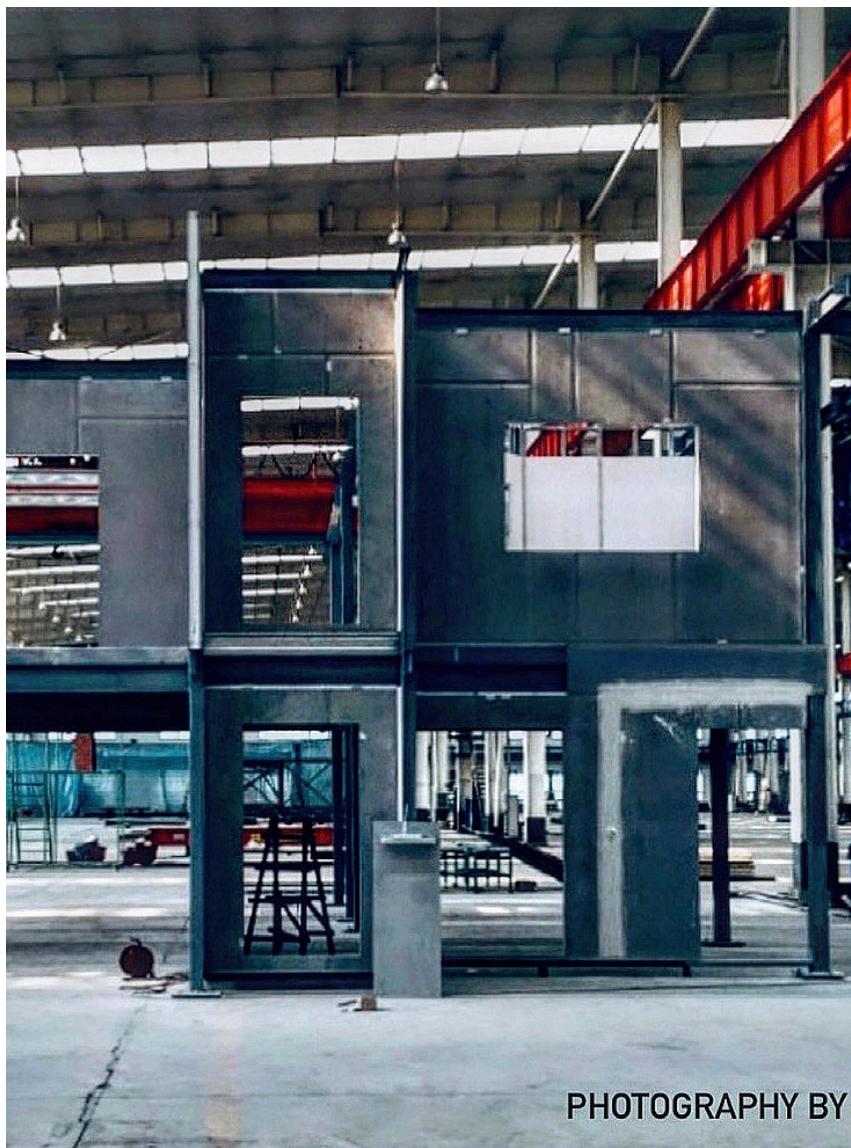
## Building Methodology

Our display suites are prefabricated offsite in an under cover environment, before being delivered to site via heavy haulage trucks and craned into position.

- Steel-framed
- Modular, SIPS
- High energy rating
- Full insulation throughout
- Full recyclability and reusability
- Double glazed windows throughout







PHOTOGRAPHY BY





## Speed

Our prefab building system takes the 'if's out of the equation, i.e. weather delays, unexpected lockdowns and any other supply chain related issues. With guaranteed manufacturing time, our prefab construction system is set to be 100% quicker than an in-situ conventional stick build. Onsite preparation and prefab construction enable concurrent works to take place both onsite and in the factory. In most cases, orders can be delivered in approximately 10 to 12 weeks.





## Sustainability

Our prefab system adopts technology and processes with minimal environmental impact and carbon footprint. Unlike conventional buildings, our prefab display suites have residual value as high as 80%. They can be recycled and reused for future projects or simply get sold to a third party. It is highly sustainable for the mother earth as well as the pocket.





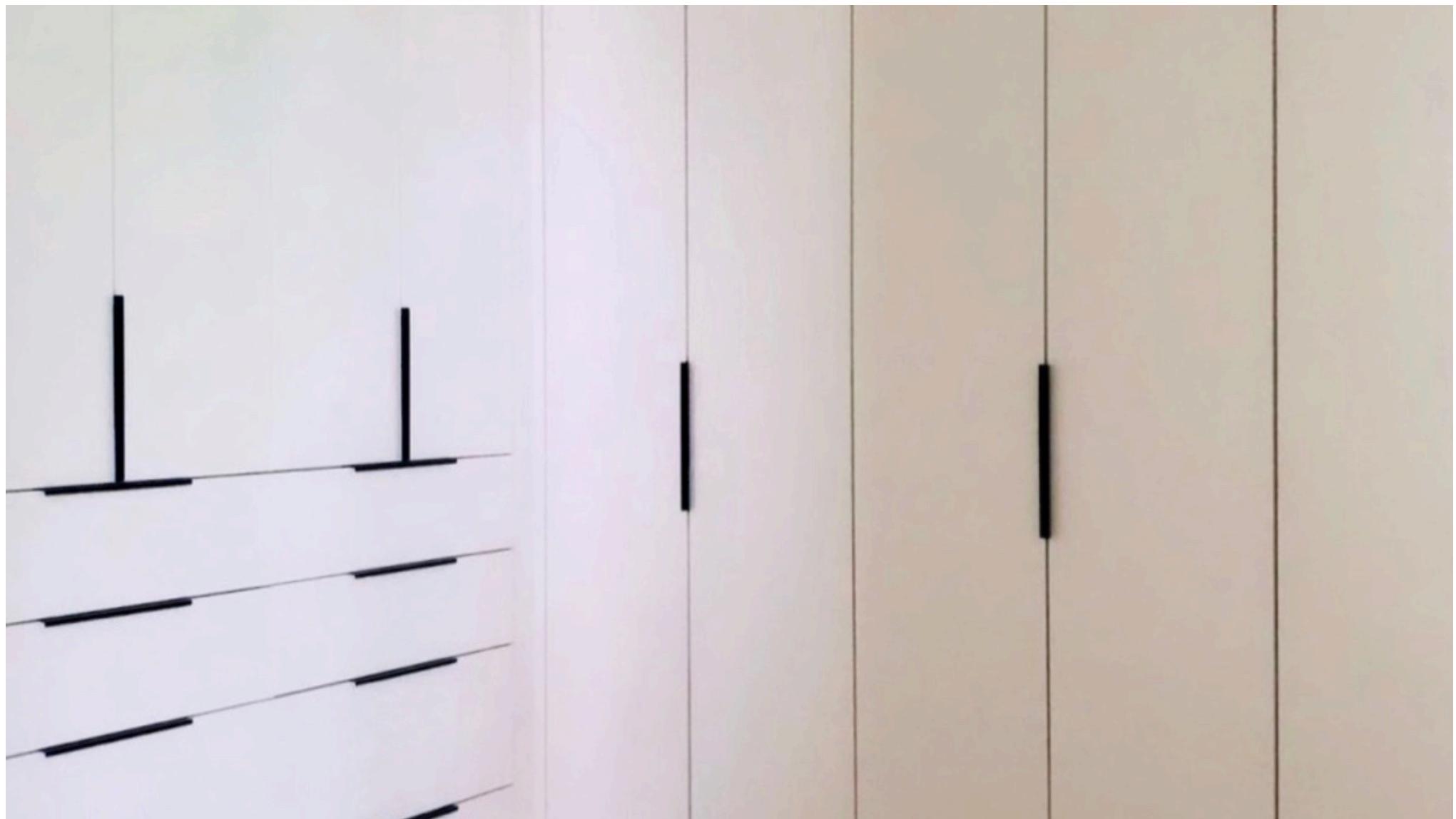
## Customisability

Our prefab system offers opportunities for 100% customisation that allows users to come up with their own designs, select the materials, layout, functionality or design that appeals to them. This 'non cookie-cutter' approach ensures the display suites to stand out in the crowded and increasingly competitive marketplace.













## Quality

Leveraging the offsite prefab methodology, all display suites are manufactured in a controlled environment, ensuring precision and quality to be carried out right from the outset.

Aspired to offer the same or similar building standard as family homes, all display suites are fully insulated and fitted with double glazing to offer the most effective acoustics and thermal performance.





## Mobility

Our prefab system is designed to provide total mobility to ensure the installation of display suites at ease, with minimum equipment required, e.g. trucks and cranes.

Our display suites can be erected anywhere as long as a heavy haulage truck can access the site.

This also effortlessly facilitates the decommissioning of the display suites at the end of the marketing campaign.





## Models Inc Melbourne

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