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## **Gensler and Trimble Partner to Explore New Design and Collaboration Processes Using Mixed-Reality Technology**

SANTA CLARA, Calif., June 2, 2016 /PRNewswire/ -- Trimble (NASDAQ: TRMB) and Gensler, a leading global architecture and design firm, announced today that they are collaborating to explore the intersection of human interfaces, architecture and computing using mixed-reality technology.

"The potential impact of mixed reality on the practice of architecture and urban design is an exciting opportunity, influencing almost every aspect of the design process as well as the end user experience," said Alan Robles, associate, Experience Designer at Gensler. "In the realm of architecture and design, mixed reality represents the next evolution of the ability to create, evolve and communicate the design product."

At [Augmented World Expo \(AWE\)](#), Trimble and Gensler will share their experience about the use of Trimble mixed-reality technology and Microsoft HoloLens for design and collaboration, and present a vision around how the technology can evolve the design practice.

"Mixed reality has the potential to transform the Architecture, Engineering, Construction and Operations (AECO) industry. Our goal is to provide solutions to enable this transformation which will change the way our customers consume, interact and communicate data. It is an exciting journey and we are delighted to have Gensler as a partner," said Aviad Almagor, director of Trimble's Mixed-Reality Program.

With mixed reality, the primary mode of interaction is spatial. Design teams can review and interact with 3D models in the context of their physical environment and explore previously invisible aspects of a building's performance. The technology improves communication by providing a natural, yet innovative way to interact with complex data and enables 3D-based remote collaboration between project stakeholders.

### **About Trimble's Mixed-Reality Pilot Program**

Trimble's Mixed-Reality Pilot Program provides visionary Architecture, Engineering, Construction and Operations (AECO) companies an opportunity to experience how mixed-reality technology can transform the way they work. Working together with Trimble, pilot participants can explore and utilize mixed reality in their projects to improve team communication, data interpretation and collaboration during the design development and pre-construction stages of their projects. As part of the program, Trimble provides training and implementation support on Microsoft HoloLens and Trimble mixed-reality solutions.

### **About Gensler**

Gensler is a global architecture, design, and planning firm with 46 locations and more than 5,000 professionals networked across Asia, Europe, Australia, the Middle East and the Americas. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry. Gensler designers strive to make the places people live, work and play more inspiring, more resilient and more impactful. For more information, visit: [www.gensler.com](http://www.gensler.com).

### **About Trimble**

Trimble is transforming the way the world works by delivering products and services that connect the physical and digital worlds. Core technologies in positioning, modeling, connectivity and data analytics enable customers to improve productivity, quality, safety and sustainability. From purpose built products to enterprise lifecycle solutions, Trimble software, hardware and services are transforming a broad range of industries such as agriculture, construction, geospatial and transportation and logistics. For more information about Trimble (NASDAQ: TRMB), visit: [www.trimble.com](http://www.trimble.com).

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