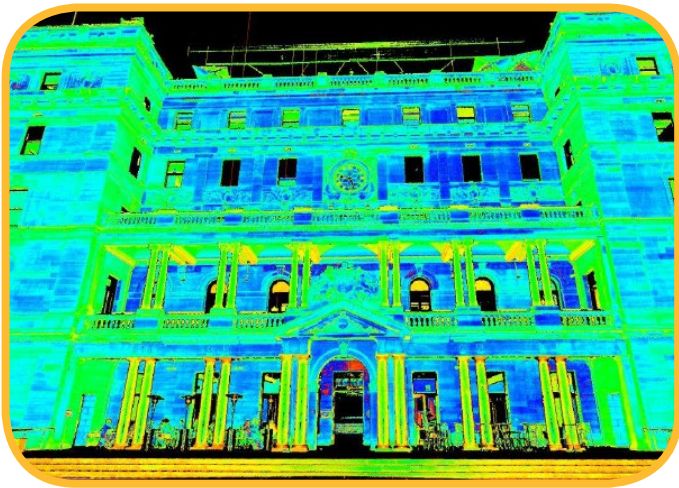




# CASE STUDY: Customs House Sydney

## OVERVIEW

A ground breaking promotion by Hot Wheels™ relied upon accurate 3D building models for its success. The model, developed by AAM, was used for 3D projection mapping onto the heritage listed Customs House in Sydney. 3D projection mapping is a technology that projects images (typically CGI) on to a three dimensional surface instead of a flat screen to give the appearance of movement on that object.



## SITUATION

The model was first used for a Hot Wheels™ promotion in 2011. For the animators responsible for designing the stunning effects it was essential that they be able to visualise the exact façade of the building. By accurately modeling the building they could create the perception that parts of the building were moving. AAM's model allowed them to adjust for distortion making the film more action packed and dynamic.

The model was again employed in 2013 this year to design a projection celebrating 50 years of Dr. Who.

## ACTION

AAM's High Definition Survey (HDS) team captured the building façade using Terrestrial Laser Scanning to create a highly accurate 3D model of the building exterior. The model was then used by highly skilled design agencies to design short films that project exactly onto the building, without distortion and giving the effect of movement. The ability to provide an incredibly detailed and accurate model in a variety of digital formats was a key client requirement.

You can see the YouTube clip of the Hot Wheels™ promotion [here](#) or the Dr. Who video by scanning the QR code to the right.



## RESULT

The solution provided by AAM to this challenge delivered the following benefits:

- A highly accurate, data rich 3D model;
- Detailed current condition of the building façade;
- The ability for animators to visualise in very fine detail all aspects of the building exterior.

