

"Using HOOPS/3dAF we have been able to greatly enhance the attractiveness of our FieldGenius offering. We delivered a feature-rich, high-performance offering on the handheld, which has been very well received. The decision to build upon the HOOPS framework was a wise strategic decision for MicroSurvey."

Darcy Detlor, President

Business Profile

Product Using HOOPS
FieldGenius

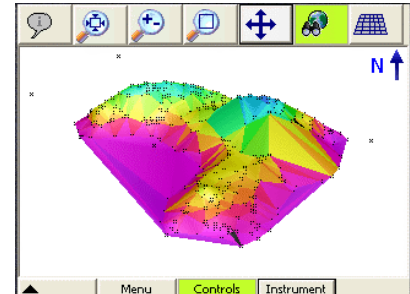
More Info
www.microsurvey.com

Industry
Surveying/Mapping

TS3D Products
HOOPS/3dAF

Company Brief

For over 20 years MicroSurvey has been developing complete software solutions for the surveying and mapping community. Land surveyors, construction professionals and civil engineers worldwide use their solutions. The company's FieldGenius application is a powerful, graphics-based survey data collection solution enabling surveyors in the field to quickly spot problems and find key points, lines, alignments and more.



The Challenge

The MicroSurvey team is deeply versed in the issues faced by those performing surveying and mapping functions in the field and processing that data on the desktop. With the increase in power of Windows CE-based devices the company saw the potential market for a graphically based solution. In order to have maximum impact on the market MicroSurvey needed to move quickly, conserving costs while the product was under development and produce an impressive and complete solution.

The Solution

TS3D's HOOPS 3D Application Framework (HOOPS/3dAF) offered the high level building blocks that the MicroSurvey team needed to move quickly ahead with their product development. HOOPS' combined strengths in 2D, Text and 3D were key to FieldGenius' success. By relying on the HOOPS' team's willingness to solve Windows-CE related issues regarding graphics, MicroSurvey was able to focus on their core application development. As FieldGenius proved itself in the market MicroSurvey was able to leverage TS3D's services and training to prepare more developers for working with HOOPS within FieldGenius and other MicroSurvey applications, thus ensuring the program will stay ahead of the curve and competitive in the market.



The Results

- MicroSurvey was able to inexpensively test the market for a graphically-focused field survey tool running on handheld devices.
- MicroSurvey was able to get their FieldGenius solution to market far faster than would otherwise have been possible, enabling the acquisition of critical early market share.
- FieldGenius's graphics performance and capabilities have proven to be a major highlight of the applications and a positive differentiator in the market.

About Tech Soft 3D

HOOPS toolkits from Tech Soft 3D (TS3D) dramatically simplify the design, development and maintenance of high-performance, interactive 2D/3D engineering software. HOOPS components are part of over 175 commercial software applications that run on millions of desktops worldwide. Headquartered in Berkeley, CA, TS3D is on the web at <http://www.techsoft3d.com>. For more information, contact Ron Fritz, Managing Partner: 510.883.2180 x 201 or ron@techsoft3d.com.