



For Immediate Release

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LATICRETE Presents Industry First: Building Information Modeling BIM Format Compatible Details and Information Available at BIMWorld.com



June 2, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, is the first setting materials manufacturer in the tile and stone industry to provide BIM format compatible details and information for architects and designers online at www.BIMWorld.com. Architects,

engineers and designers can now access LATICRETE specifications and product details in a digital representation of the building process to facilitate the exchange and interoperability of information in a digital format. Architects can now link directly from the BIM platform to find all the information they need to utilize the LATICRETE® System when installing ceramic tile and stone on floors or walls, including installation specifications.

Building Information Modeling (BIM) is defined by the American Institute of Architects as “model-based technology linked with a database of project information.” BIM provides the potential for a virtual information model to be handed from the architect, designer or engineer, to the contractor and subcontractor, with each party adding their own discipline specific knowledge to the single model. BIM is able to achieve such improvements by modeling representations of the actual parts and pieces being used to build the building, a substantial shift from traditional computer aided drafting (CAD).

The benefits for LATICRETE include the increased opportunity to be found and specified earlier in the design process. Architects and designers can feature specific products in prototype designs and “what if” scenarios during the specification process. BIMWorld provides a direct link to the LATICRETE website, and the reporting

Innovative Tile and Stone Installation Systems

functionality shows the firm, location and skus downloaded. All existing DWG CAD files are converted into compliant details in a centralized, standardized and universally accessible database for the user community. In addition, 300,000-plus licensed Revit Users have direct access to BIMWorld from their desktop and direct access to the Global AEC AutoCad user community via Autodesk Seek.

By utilizing BIMWorld, architects and design professionals have a faster and richer design process with integrated 2D/3D model-based technology, reducing risk and quality control. Drawings that represent different views of the same building component are automatically updated when modified, and renderings, walk throughs and animations of the project are available at every step of the design process. Another major benefit is that data can be easily shared and exchanged between many companies and disciplines involved in the life cycle of the project.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.



