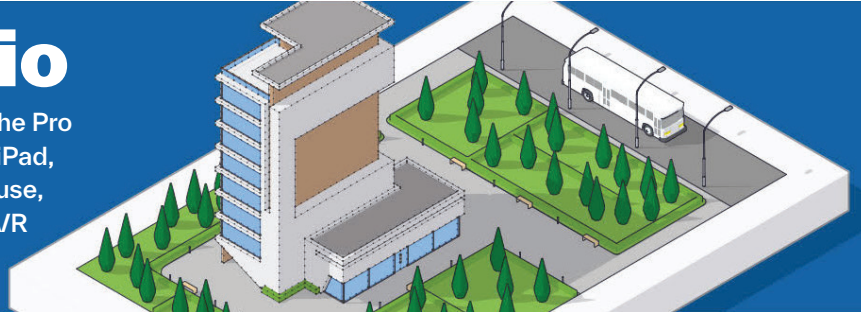


# SketchUp Studio

Studio is a robust toolset that offers everything in the Pro Subscription (SketchUp for Desktop, SketchUp for iPad, SketchUp for Web, PreDesign, LayOut, 3D Warehouse, Extension Warehouse, Style Builder, Mobile & AR/VR Viewers, Trimble Connect Business) PLUS V-Ray 6, Scan Essentials, and Revit Importer.



## Portfolio Experience (Value Statements & ROI)

### Easy to learn.

Pull in satellite imagery and 3D terrain for site context, and SketchUp Studio is a unique product that offers professional and easy-to-use tools. The entire SketchUp ecosystem is the industry standard for ease of use.

With Scan Essentials and V-Ray 6, you now have a lower barrier to entry when it comes to modeling with point clouds and ray tracing visualisation.

### Serves across design stages.

Accelerate design process from concept design, modeling, and stakeholder collaboration to construction documentation.

Studio addresses the needs of multiple user personas - from architects to design engineers. Studio consolidates multiple tools and minimises the disruption between concept and documentation phases.

### Interoperability & collaboration.

Native import of Revit files into the SketchUp environment, enabling easy transfer of data between different modeling solutions.

### Win more business.

From surveying and pre-design to construction documentation and photorealistic visualisation, Studio enables you to win more bids and expand your services.

### Increase efficiency and shorten turnaround time.

The ability to go from capturing existing conditions to realistic rendering in one streamlined workflow can reduce design time and improve turnaround times.

## What makes SketchUp Studio Different?



Flat learning curve (quick to learn)



Affordable (cheaper than other CAD software and under \$1000)



Can be used as an end-to-end workflow

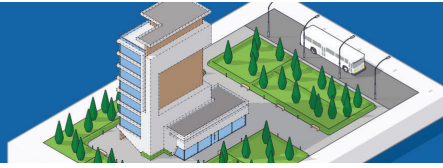


Simple but powerful modeling platform for point clouds



An integrated user experience with SketchUp

# SketchUp Studio



## When is SketchUp Studio an Ideal Fit (Jobs to be Done)

Bring in existing or as-built conditions into SketchUp as a reference model.

Capture accurate site info without making multiple trips to the site.

Capture all the site and project information and share that with the rest of my team.

Plan logistics around real-world conditions and I do not have time to model the context.

Model on point cloud data to create a design quickly or use point clouds for data/measurement gathering.

Work with common file types used in the AEC industry.

Try out different design ideas to gain approval at the early conceptual stages.

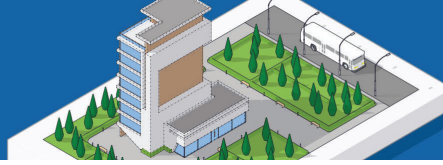
Walk my team/clients/stakeholders through different design ideas via interactive real-time rendering/fly-throughs/animations.

Produce a hero image for the final design/building for sales and marketing purposes.

## What's included

PRODUCT	DESCRIPTION
<a href="#">SketchUp Pro Desktop</a>	<b>Desktop 3D Modeling</b> Professional, robust, accurate. Access our well-loved SketchUp Pro desktop modeler to model anything you can imagine quickly and intuitively.
<a href="#">SketchUp for Web</a> <i>Requires internet connection.</i>	<b>Web-based* 3D Modeling</b> Create on the go in SketchUp's web-based modeler.
<b>PreDesign</b>	<b>Quick insights for design research</b> <ul style="list-style-type: none"> <li>• Get design recommendations based on weather and building type. With PreDesign, you'll have the data you need to weave contextual insights into your project before you start in 3D.</li> <li>• Get season insights, shading, glazing ratio, and top lighting recommendations to point your project in the right direction.</li> </ul>
<a href="#">3D Warehouse</a> <i>*Limited to 100 downloads a day or 1000 downloads a month.</i>	<b>Unlimited access to pre-built 3D models*</b> Access to over 4.8 million pre-built 3D and 2D content from the world's largest 3D model library.  <b>Access &amp; Customise Live Components</b> Access a growing repository of Live Components, pre-built parametric models for architecture, construction, and interiors. Parametrically customise dimensions on objects such as windows and timber framework to suit your project needs.
<a href="#">Extension Warehouse</a>	<b>Extend SketchUp Pro Desktop functionality</b> <ul style="list-style-type: none"> <li>• Customise SketchUp for advanced modeling, rendering, productivity, or your unique workflow.</li> <li>• Download over 750 free and paid plugins from the Extension Warehouse or develop bespoke tools based on our Core Ruby API.</li> </ul>
<a href="#">Trimble Connect Business</a>	<b>Unlimited Project Collaboration</b> <ul style="list-style-type: none"> <li>• View, share, and access project information from anywhere —at any time with Trimble Connect.</li> <li>• Trimble Connect is a cloud-based platform that connects the right people to the right constructible data, at the right time.</li> <li>• With Trimble Connect, you can view, combine, and share any 3D models, perform clash detection, and Assign ToDos, all in 3D.</li> <li>• With Trimble Connect Business, you get unlimited projects and unlimited storage.</li> </ul>

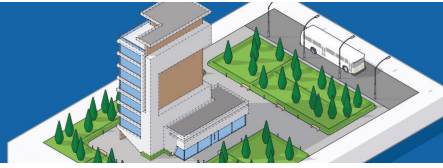
# SketchUp Studio



## What's included (continued)

PRODUCT	DESCRIPTION
<p><b>Scan Essentials</b></p> <p><i>Exclusive to the Studio bundle. Available as a Windows-only extension. Accessible on Mac via Bootcamp (Intel Macs only)</i></p>	<p>Import and precisely model onto point cloud data using SketchUp's native toolbox.</p> <p>Import, view, and model directly on large point cloud data in SketchUp with ease using the Scan Essentials extension for SketchUp.</p> <p><b>Adjust point cloud colour and transparency</b></p> <p>Tweak point cloud visual attributes to check for 3D models to point cloud accuracy.</p> <p><b>LayOut integration</b></p> <p>Export to LayOut and document point cloud data in 2D to produce your pdf deliverables.</p> <p><b>Highlighted features:</b></p> <ul style="list-style-type: none"> <li>• Inspection Tool allows for quick accuracy comparison analysis between the SketchUp model and the point cloud</li> <li>• Point cloud adjustment tools <ul style="list-style-type: none"> <li>o Adjustment of the point cloud for more efficient modeling</li> <li>o Alignment of point cloud to the model</li> </ul> </li> <li>• The Section and area Clipping Box features allow for the isolation of areas of the point cloud</li> <li>• Works with multiple vendor-neutral point cloud formats: <ul style="list-style-type: none"> <li>o E57 – common for station based scanners</li> <li>o LAS/LAZ – common for aerial-based drone scanning</li> <li>o PLY – common with handheld mobile phone and tablet technology like the iPhone 12 and iPad Pro</li> </ul> </li> </ul>
<p><b>V-Ray 6 for SketchUp</b></p> <p><i>Exclusive to the Studio bundle. Available for both Mac and Windows, but only the Windows installer will be made available as part of a Studio subscription.</i></p>	<p><b>Professional Photorealistic Rendering</b></p> <p><b>Interactive, real-time visualisations as you model</b></p> <p>Simultaneously model and visualise your designs in real-time with V-Ray Vision.</p> <p><b>Create and export professional photorealistic images</b></p> <p>Create and export photorealistic renders, animations, and 360° panoramas for VR viewing using V-Ray for SketchUp.</p> <p><b>High-fidelity, render-ready 3D object library</b></p> <p>Access a library of 750+ render-ready photorealistic 3D objects via Chaos Cosmos. Content types range from vegetation, people, lighting, and HDRIs (High Dynamic Range Images)</p> <p><b>Chaos Cloud</b></p> <p>Leverage cloud rendering to speed up your workflow and free up your machine for other design work. No hardware configuration required.</p>
<p><b>Revit importer</b></p> <p><i>Exclusive to the Studio bundle. Available as a Windows-only extension. Accessible on Mac via Bootcamp (Intel Macs only)</i></p>	<p><b>Seamlessly import Revit files into SketchUp.</b></p> <p>The Revit Importer is a native functionality that does not require a separate add-on. It's simple and easy to use.</p> <ul style="list-style-type: none"> <li>• Drag and drop the Revit file into SketchUp and the job's done</li> <li>• Delivers an optimised, lightweight SketchUp model and no extraneous geometry</li> <li>• The imported Revit file is automatically optimised for easier geometry manipulation in SketchUp</li> <li>• Significant reduction in file size</li> <li>• Accurately translates joined and curved wall geometry from Revit</li> <li>• Preserves model structures between both tools. Revit families and categories translate to components and tags respectively in SketchUp, ensuring clear communication and smoother collaboration.</li> <li>• Revit materials, colours and transparencies are respected during import to accelerate visualisation workflows in SketchUp.</li> <li>• Revit levels are automatically translated to SketchUp Sections to easily navigate across your imported model.</li> </ul>
<p><b>LayOut</b></p> <p><i>Install for Mac or PC</i></p>	<p><b>2D Design &amp; Documentation</b></p> <p>Users can scale their model to paper space and add annotations, dimensions and more using our 2D documentation application, LayOut. The best part is when a user's 3D model changes, their 2D documents track that change, too.</p>

# SketchUp Studio



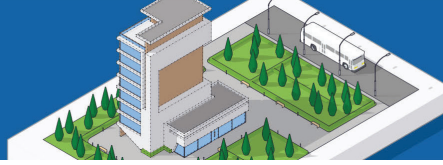
## What's included (continued)

PRODUCT	DESCRIPTION
<a href="#">Mobile Viewer</a> <i>Android &amp; iOS</i>	<b>Augmented Reality Viewing</b> Place objects in a real-world setting right from your phone or tablet using SketchUp's AR Mobile Viewer.
<a href="#">XR Viewers</a>	Experience 3D projects in augmented, virtual, and mixed reality on a supported device. Supported devices include Oculus Rift, Meta Quest 2, 3 & Pro, and Microsoft HoloLens 2. <b>Supported Devices</b> HoloLens 2 - WMR   Meta Quest 2, 3 & Pro   Oculus Rift   Oculus Quest   HTC Vive   SteamVR
Style Builder	<b>Customised graphic styles</b> Create customised line styles using imported digital or hand-drawn strokes. If you can draw it, you can make it into a Style. Combine with unique textures and colours in SketchUp to inject your creative flair into every model, render, and animation.
<a href="#">Interoperability</a>	<b>Supported File Types:</b> Import: SKP, STL, DWG, DXF, DAE, KMZ, 3DS, DEM, DDF, IFC, IFCZIP, BMP, JPG, PNG, PSD, RVT, TIF, TGA, PDF (Mac Only) Export: STL, PNG, DWG, DXF, DAE, KMZ, 3DS, FBX, XSI, OBJ, VRML(WRL), SKP, IFC, JPG, PNG, TIF, EPS, PDF (Mac Only)

## SketchUp Studio Objection Handling

Windows, Mac, or Mobile?	Currently, Windows ONLY! Key accounts interested in large-volume Studio licenses for Macs can be provided with the V-Ray install files for macOS. Scan Essentials works on Mac via Bootcamp iOS.
SketchUp Studio is expensive?	Studio is more cost-effective than buying these applications separately. Our current offer for Studio is \$699 per year, which is 40% cheaper than the retail price of these apps separately. Even if you only value two out of the three applications within the Studio offering, it's still a steal!
Is SketchUp Studio difficult to learn?	<p>While there is a learning curve to any new software, SketchUp has been the industry standard when it comes to ease of use. This is one of the big reasons why SketchUp is world's most widely used 3D modeling software for architecture and design, while V-Ray is the world's #1 rendering software for architectural visualisation.</p> <p>With Studio and the introduction of Scan Essentials, V-Ray 6, and the Revit Importer, you now have a lower barrier to entry when it comes to modeling with point clouds, ray tracing visualisation (photorealistic and real-time rendering with V-ray 6) and collaborate more efficiently with project stakeholders who use Revit.</p> <p><b>SketchUp Self-led Training</b></p> <ul style="list-style-type: none"> <li>• <a href="#">What's New in Studio? [Webinar]</a></li> <li>• <a href="https://learn.sketchup.com/">https://learn.sketchup.com/</a></li> <li>• <a href="#">SketchUp Youtube Channel</a></li> </ul> <p><b>Scan Essentials learning content</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Scan Essentials Skill Builder</a> 9+ minutes</li> <li>• <a href="#">Scan Essentials webinar recording</a> 45 minutes</li> <li>• <a href="#">Scan Essentials Help Center Article</a></li> <li>• <a href="#">Scan Essentials Campus track</a></li> <li>• <a href="#">A collection of sample point cloud data</a></li> </ul> <p><b>V-Ray learning content</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Prepping for Rendering</a> 10 minute Skill Builder</li> <li>• <a href="#">V-Ray Campus Track</a></li> <li>• <a href="#">V-Ray support</a></li> </ul>

# SketchUp Studio



## Qualifying Questions & Indicator for Upsell

Are you finding:

- That you need to render your models for presentation and communication purposes?
- Rendering a valuable and crucial part of your workflow?
- That learning to render is time-consuming?
- That rendering your design will add significant value to your projects?
- An essay integration with Revit will improve interoperability and collaboration within your projects?
- That there's a higher demand for frequent, high-quality client presentations?
- That accessing point cloud data would significantly reduce the need to model existing or as-built conditions at the start of your project?

## SketchUp Studio is an ideal fit for:

**Architects and designers** already create visualisations (both real-time and ray tracing) as part of their typical workflows. They are likely to already have rendering products in their toolset.

**Construction and Engineering** firms use real-time rendering and will likely opt for V-Ray 6 as it now includes interactive real-time rendering. They are also the most likely users of point clouds and, therefore, a great fit for Scan Essentials

**Landscape Architects, Contractors, and VDC/BIM** managers have access to point clouds via scanners, drones, or service providers and/or use Revit for modeling.

**Interior and Commercial designers** with iPhone 12, or iPad Pro, can now capture scanning data, import PLY files to Sketchup, and model using the Scan Essentials plugin.

**Retrofit & Restoration Specialists** will benefit from bringing point clouds into an easy-to-use modeling environment to measure, evaluate, and compare proposed changes against existing conditions. V-ray is a plus in case they need to communicate with external stakeholders.

**Medium-Big companies** tend to have generalists that multi-task and work with an array of tools for different use cases.

## Competitors

Competitor	Strengths	Weaknesses & Tool	Known for:	Does it integrate with SketchUp Studio?
Autodesk Revit   AutoCAD 3DS Max	Robust Construction Documentation tools   Industry-standard for deliverables.	Expensive Unintuitive Hard to learn	Industry-standard for BIM deliverables	✓
Nemetschek Archicad	Friendly UI. Automated 2D documentation   Integrated visualisation solution (Twinmotion).	Expensive	Powerful BIM application Industry leader in specific regions	✓
McNeel Rhino	Grasshopper: Most popular parametric design platform with multiple 3rd party and open source applications   NURBS modeling   In-app 2D drafting capabilities   Increased interoperability through Rhino.Inside   Great in-app rendering.	Steep learning curve for Grasshopper (for specialists) No documentation solution	Grasshopper NURBSmodeling	✓
Hexagon Bricscad	All-in-one solution   Works with open data formats (native DWG, and IFC)   Automated 2D documentation   Innovative Machine Learning applications (Blockify, BIMify, Propagate, Mas to BIM, Point. Cloud to 2D CAD, and more)   Free concept design tool (Skape)   Easy to migrate from other tools.	Outdated UI Expensive	Open data Machine Learning	✓

## Resources

• [SketchUp Website](#) • [SketchUp Blog](#) • [SketchUp Campus \(LMS\)](#) • [SketchUp Video Channel](#) • [SketchUp Success Story Videos](#) • [Studio Plans and Pricing](#)