



## **Theometrics Invited by The Associated General Contractors of America (AGC) to Speak at the BIMForum in Atlanta, GA**

*Theometrics and The BIMForum recognize that owners and others in the building industry are struggling to determine if using BIM improves performance on a capital project. Some question whether real-world evidence substantiates that claims the BIM leads to higher performance in design, construction, operation and maintenance.*

*Theometrics believe “to BIM or not to BIM” is a rhetorical question. Comparing the advantages realized in most other industries through related technologies, perhaps a better question would be “how BIMish?” Theometrics will share their early success stories and join the other innovators in bridging the way to future.*

New York ([PRWEB](#)) October 8, 2010 -- Theometrics, the leaders in Architectural Navigation Technologies, has been invited by The Associated General Contractors of America (AGC) to speak at the Fall BIMForum conference on October 14th and 15th in Atlanta, Georgia. Theometrics has been asked to demonstrate their capabilities and associated benefits of expanding BIM to the construction process.

Theometrics innovations extend CAD and BIM benefits seamlessly to the construction process, eliminating the antiquated practice of using blueprints, strings and tape measures. Similar to how GPS navigates users over a map, Theometrics systems navigate users from any point on any CAD drawing or BIM model to the exact field location. Additionally, Theometrics and their authorized service providers automatically validate if design drawings match the as-built conditions and digitally document any deviation to aid in construction or to be used for forensic purposes.

We are pleased to align ourselves and support The BIMForum’s mission to facilitate and accelerate the adoption of building information modeling (BIM) in the AEC industry. Extending BIM to the field (The seventh dimension of BIM) creates digital interoperability between the design team and the construction team, says Vincent Frasca, Vice President of Theometrics. Key objectives are to raise awareness of the countless benefits, create a standard for applying the best means and method when performing architectural or construction measurements and to bridge the gap between "sustainable design" and “sustainable construction.”

### About Theometrics:

Theometrics means the art and science of precision measurement and navigation in and on construction sites. With over 30 years of expertise in the architectural, engineering and construction (AEC) industry, the founders of Theometrics recognized the need for creating measurement and layout standards as well as a better means and method to perform the work.

Theometrics was created to bridge the lack of interoperability between computer-aided design and the construction process, launching the new industry of “Architectural Navigation.” Similar to how GPS navigates users over a map, Theometrics navigates users from any point on any CAD drawing or BIM model to the exact field location, with laser-sharp accuracy.

The “New Standard and Best Practice” of electronic measurement and layout are becoming adopted worldwide, replacing the need for antiquated strings or tape measures. Theometrics computer aided construction methods create countless financial benefits, new job opportunities, and improve the skill set and efficiencies of the



existing workers. This creates an attraction for digital generation now entering the workplace in addition to allowing sustainable design to become sustainable construction.

Theometrics is committed to creating awareness of economic, social, environmental and technological possibilities that many in the construction industry view as impossible, but also to provide means to overcome the elements that perpetuate the antiquated practices.

Theometrics was awarded the internationally recognized 2009 FIATECH Celebration of Engineering and Technology Innovation (CETI) Award in the category of Real-Time Project and Facility Management, Coordination and Control. Theometrics is also approved by the AIA to offer continuing education learning units to architects. For more information, visit [Theometrics.com](http://Theometrics.com)

About the AGC BIMForum:

The BIMForum has grown into the industry-leading user's group focused on the application of virtual design and construction for the AEC industry. It includes more than 1,800 members from the most advanced firms across the commercial construction industry.

About the AGC:

The Associated General Contractors of America (AGC) is the leading association for the construction industry. Operating in partnership with its nationwide network of chapters, AGC provides a full range of services satisfying the needs and concerns of its members, thereby improving the quality of construction and protecting the public interest.

AGC was established in 1918 after a request by President Woodrow Wilson. Wilson recognized the construction industry's national importance and desired a partner with which the government could discuss and plan for the advancement of the nation. AGC has been fulfilling that mission for the last 90 years.

A full service national trade association with a nationwide network of exceptional chapters, AGC represents more than 33,000 leading firms in the industry - including general contractors, specialty contractors and service providers and suppliers. AGC members play a powerful role in sustaining economic growth, in addition to producing structures that add to productivity and the nation's quality of life. AGC is truly the "voice and choice" of the construction industry.

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