

LATEST TRENDS | INDUSTRY EXPERTS | EDUCATION | SALES TOOLS



TECHNOLOGY is changing the construction industry

Is your firm equipped to deliver the **SOLUTIONS**  
customers are demanding today?

The adoption of technology in the construction industry is accelerating. The *Intelligent Jobsite University* was created to show how traditional relationships developed in the reprographics business and other VARS can be leveraged to provide the latest technology products and services to that market. These solutions represent business models that when tied together help resellers remain engaged from the “bid” to “closeout” phase of a project and increase their ability to sell into each of the phases. The greatest challenge is educating executives and staff members to enable them to be successful in this arena. This is the purpose of the *Intelligent Jobsite University* – to bring together some of the brightest minds in this industry and provide real hands on knowledge and sales training that will assure success when positioning these solutions with your clients.

**JULY 12 – 14, 2016**

**ATLANTA MARRIOTT ALPHARETTA**

- ✓ **THREE DAYS**
- ✓ **EXPERT SPEAKERS**
- ✓ **PANEL DISCUSSIONS**
- ✓ **HANDS ON EXPERIENCE**
- ✓ **SALES TRAINING**



**DODGE**  
DATA & ANALYTICS

### **THE SMARTER PROJECT SITE**

Hear from one of the foremost authorities on technology adoption and market trends about the state of the industry today and where architects, engineers and contractors are investing their resources to embrace these new tools and services. Steve is chief editor and author of the widely-read SmartMarket Report series of research publications which both measure and set the pace for numerous critical industry trends.

**KEYNOTE SPEAKER:**

**Stephen Jones**

Senior Director, Industry Insights Research  
DODGE DATA & ANALYTICS

Steve holds a BA from Johns Hopkins and an MBA from Wharton. He has more than 19 years in Architecture/Engineering as a Principal and Board of Directors of major A/E firm Burt Hill (now Stantec) and was a Vice President for Primavera Systems (now Oracle) before joining McGraw-Hill Construction, now DODGE DATA & ANALYTICS where he leads the company’s industry insights initiatives on how economic, social, technological and project delivery dynamics are impacting the global construction industry.

# EXPERT SPEAKER BIOS

## VIRTUAL REALITY IN AEC



**Sanjay Mistry** brings 20 years of user experience and sound technical, development, and business expertise. He has dedicated his career to working in the design, film, and games industries and possesses in-depth knowledge of each global market, ranging from product development to sales.

Sanjay was the Global Director for the Architecture, Engineering and Construction (AEC) and Manufacturing industries at Unity Technologies, responsible for developing a new business vertical, with supporting new tools and driving revenue growth. Prior to this Sanjay was the head of sales and marketing at Shotgun Software, where he was responsible for driving global revenue growth. (Autodesk Acquired Shotgun 2014).

He has also held positions at Autodesk, Softimage (Autodesk Acquired Softimage 2008), Electronic Arts, and Alias|Wavefront. He has worked with the most notable brands within the Media and Entertainment industry, including Sony Pictures, EA, Disney, and Warner Brothers. Sanjay has received many accolades and was part of the development team at Alias|Wavefront, the creator of Maya, when it won an Oscar for outstanding technology. During his tenure at EA, Sanjay won many British Academy of Television Arts (BAFTA) awards for games that he helped develop and is one the founding members of the BAFTA Video Games Committee and a BAFTA elected member for over 10 years.

## LASER SCANNING IN AEC



**Michael Raphael** founded Direct Dimensions, Inc. (DDI) in 1995 as an engineering company to provide a “one-stop shop” for 3D technical services, product representation, sales, and support for all types of 3D measurement solutions. Over the nearly 20 years, DDI has expanded significantly to provide the most comprehensive advanced 3D scanning & 3D imaging technologies, digital modeling capabilities, and analysis software solutions for the widest range of applications and industries.

Today Direct Dimensions employs over 25 technical and professional staff and performs hundreds of 3D scanning and modeling projects every year using widest variety of solutions with emphasis on close-range 3D solutions. See [www.directdimensions.com](http://www.directdimensions.com) for much more information.

Michael started in the field of 3D metrology in 1985 as an engineer responsible for solving aerospace manufacturing problems at what became Lockheed Martin Corporation. While there, Michael helped develop a revolutionary new portable three-dimensional industrial measurement technology, called the FaroArm, used today throughout the world. Following several years of in-plant development, Michael left aerospace to form Direct Dimensions, Inc. in 1995.

Michael graduated from Virginia Tech with BS degree in Engineering Science and Mechanics in 1985, followed by a Masters of Engineering Administration from George Washington University in 1992.

## AGENDA

### Day 1 / 12pm – 6pm

- Lunch
- Welcome by Ron Perkins
- Keynote by Steve Jones
- VDC panel discussion – McCarthy Construction, Batson Cooke, Holder
- Intelligent Jobsite Presentation
- As-Built to VR demo – FARO / VIMtrek / Cloud / Pro Services / Devices
- Networking Reception
- HP Design Center Site Tour

### Day 2 / 7:30 am – 6pm

- Breakfast
- General Session with Keynote speaker
- TRACK SESSIONS
  - LASER SCANNING
  - VIRTUAL REALITY
  - IMMERSIVE TECHNOLOGIES
  - INTERACTIVE TECHNOLOGY
  - MOBILITY SOLUTIONS
  - CLOUD SERVICES
  - PROFESSIONAL SERVICES
  - SALES / RENT / LEASE
- Lunch
- TRACK SESSIONS CONTINUED
- Intelligent Jobsite Product Showcase and Networking Reception

### Day 3 / 7:30 am – 12pm

- Breakfast
- TRACK SESSIONS CONTINUED
- RESELLER PANEL
- Closing Remarks by SYNEX
- Box lunch to go

**WHERE:**



ATLANTA MARRIOTT ALPHARETTA  
5750 WINDWARD PARKWAY  
ALPHARETTA, GA 30005

**WHEN:**

July 12 – July 14, 2016

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