

3-D software part of push to market Kodak complex

By MARY STONE

Eastman Kodak Co. is rebranding its sprawling industrial complex as Eastman Business Park in a new marketing push that uses 3-D visualization technology.



The 28-square-mile industrial park is a lot easier to grasp from a helicopter than from the ground. To

show the buildings and developable land to companies looking to relocate, Kodak hired Bergmann Associates Inc. to use technology that permits a maneuverable landscape view, similar to that found in flight simulators and video games.

It is an expertise the design firm pioneered some 15 years ago, and one only a handful of other firms have tapped.

From his laptop, David Stoklosa, director of Kodak Rochester business development and facilities, can zoom in and out to show potential buyers every imaginable angle of Eastman Business Park and its relation to the surrounding region.

"I'm going out to California next week to a live exchange event where I'll be talking to potential tenants looking to relocate their businesses, and I'll be able to show them the business park, where the available land is, where the available buildings are, the utility infrastructure, etc."

At such meetings, Stoklosa said, the tool attracts a lot of attention; he has yet to see someone using anything like it.

"We're definitely on the leading edge here, and Bergmann has said as much. In fact, they're getting a lot of play on this model," Stoklosa added. "I know they've gotten other business as a result, doing similar things: The Xerox campus is one, and they've done some other municipal work."

Begun in 1880, Kodak Park over the years evolved to 1,100 acres, of which Kodak continues to own 880 acres.

By the end of last year, Kodak completed a four-year footprint reduction program. During that time, Kodak Park shrunk from

25 million square feet to 10 million square feet, consisting mainly of manufacturing facilities, new tenant facilities, site infrastructure, several facilities currently for sale or lease, and space for new buildings and development. Bergmann's virtual model covers more than 120 buildings.

Kodak and real estate firm CB Richard Ellis are working to market 3 million square feet of existing space and more than 300 acres of developable property.

Staci Henning, marketing director at Greater Rochester Enterprise Inc., fields sales inquiries for Eastman Business Park and hundreds of other properties in the region. She said the 3-D images have generated excitement from site selectors and corporate real estate managers, many of whom spend 80 percent of the process researching online.

The Internet is GRE's primary marketing channel with companies looking to relocate; the organization catalogues information on some 400 available properties in the region.

"We have a link on the Web site, within the Eastman Business Park listing, to the visualizations," Henning said.

With the images, people can see where

the park is in relation to Rochester and to Lake Ontario, and on a microscopic level they can locate parking areas and routes for delivery vehicles and loading docks on buildings, Bergmann officials explain.

They also can look at the park's existing tenants, including Carestream Health Inc., Cerion Energy Inc., G3 Technologies Inc., Genencor, ESL Federal Credit Union, Guardsmark Inc., Johnson & Johnson and ITT Corp.

"The (software) gets site selectors incredibly excited about the possibilities there. The park is a hot property," Henning added. "There are tremendous assets. When we share this information with site selectors, they immediately see the applications, the possibilities of selling it to their clients."

With its infrastructure, Eastman Business Park in many ways is its own self-sustaining city, especially given the unlimited water the lake supplies, which could bode well for companies developing coating technologies or companies that require steam or that require large amounts of water for washing processes.

"We have our own water treatment facility at Lake Ontario that rivals the county's, in terms of capacity, so we can pump 50



Screen shot courtesy of Bergmann Associates

Bergmann Associates' visualization software offers a maneuverable landscape view, similar to that found in flight simulators and video games. Users can zoom in and out to show every imaginable angle of Eastman Business Park and its relation to the surrounding region.

million gallons a day at Eastman Business Park of treated water, industrial water,” Stoklosa said. “We’ve got water, we’ve got railroad, steam and electricity, co-generation and power; we have our own sewer treatment facility—industrial sewer and sewer treatment. It’s a little city.

“It has its own fire department still. We’re still hanging onto that,” Stoklosa added.

“That’s the idea about the Eastman Business Park is that it has the infrastructure already, we just need the new businesses,” Stoklosa added. “Unfortunately, it’s a bad time in the economy, the credit markets are dried up, etc., but we’re still hopeful.”

The project’s primary aim was to give people a view of the buildings within the overall park, within the overall region, to present macroscopic and microscopic views, said Glenn Harvey, assistant project manager at Bergmann.

“They needed a tool to help get those features off to potential tenants because of the complexity of getting people there—just getting people into the park is a nightmare. So, they needed a tool to market this area without people having to come to the park,” Harvey said.

The program’s ability to communicate in 3-D shows people instead of tells them and often brings people to a common understanding faster. A good example, Bergmann officials said, is High Point Business Park in Victor.

Charles Hixon, business development manager at Bergmann, said the technology dispelled a lot of contention quickly.

“It was extremely useful there because it was a highly volatile, not well-received project. One of the major components was building on top of Victor’s rolling hills and trees. With this simulation, it showed clearly that the development could not be seen from the top of the hill,” Hixon said.

“Once we were able to get over that hurdle, we were able to focus on some of the core issues with that particular project. It gave you the opportunity to stand on the hill and see for yourself.”

Bergmann officials compare using the visualization software to watching a movie, but one you navigate through, much like a video game. It is downloadable free from the Internet in an executable file, which does not require software to download.

The tool is being deployed on projects across the firm, including one of the company’s most notable to date: the world’s longest pedestrian bridge, now under construction over the Hudson River.

The \$30 million project has required a handful of engineers at the firm to scale the existing railway bridge 200 feet above the water and swim under the Hudson to inspect the structure. Their goal is to convert the 1.3-mile bridge to a pedestrian walkway after a fire devastated part of the bridge in 1974.

To explain the project and fine-tune it, Bergmann used visualization technology and was able to get the various stakeholders working off the same page.

Hixon said the software takes the paranoia out of a project and helps people dispel the reasons they were against a project to begin with.

To develop the visualization division at Bergmann, the company partners with researchers at SUNY at Buffalo’s Center for Computational Research. They help Hixon research ways to implement the visualization possibilities.

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