



## Pointools Launches High-Value Point Cloud Software Bundle

20<sup>th</sup> January 2010



3D point cloud model (~4.5 billion points) of a Ford motor car plant in the USA – captured by a FARO Photon 120 scanner.

Pointools has launched a new high-value software bundle for working with point clouds – the billions of measurement points collected by 3D laser scanners. This new “Pointools Suite” gives users a portfolio of applications and plug-ins designed to streamline the conversion, processing, and reuse of point cloud models, and eliminates the need for time-wasting translations while maintaining the visual quality and accuracy of the data.

“By packaging these applications and plug-ins in a cost effective bundle, we are making it easier for project teams to work with 3D laser scan data inside their preferred CAD application environments,” commented Joe Croser, VP of Products at Pointools. “For a very competitive price, users can now convert raw point data into detailed 3D point cloud models. They can process and edit point clouds to generate high-definition movies, and they can reuse the same point cloud models inside a broad range of Autodesk, Rhino, and Google SketchUp apps.”

Pointools Suite includes Pointools POD Creator (to convert the broadest range of 3D laser scan formats), Pointools Edit (for selecting, editing, segmenting, and animating the largest point cloud models), and Pointools



Plug-ins for Rhino, Google SketchUp, and Autodesk applications including AutoCAD, Civil 3D, Architecture, Map 3D, and Land Desktop.

Pointools Plug-ins all reuse the same Pointools POD model file format to eliminate the need for time-wasting translations when working across applications environments. In addition, Pointools plug-ins enable AutoCAD, Rhino, and SketchUp users to increase modelling productivity by rapidly displaying the largest point cloud models on-screen whilst maintaining the highest levels of accuracy and visual quality.

The Pointools Suite is available to purchase now for £3,250 – representing a saving of 40 per cent when compared to the individual product list prices.

- end -

For further editorial information and photos, call Faith Clark on +44 (0)1603 211691

Please fax colour separation requests to fax +44 (0)1666 824668

[info@pointools.com](mailto:info@pointools.com), [www.pointools.com](http://www.pointools.com), [www.twitter.com/pointools](https://www.twitter.com/pointools)

**Note to editors:**

**About Pointools**

The Pointools suite of software leverages the high-performance Pointools POD format for working with the largest point cloud models inside the broadest range of applications. Used by architects, engineers, contractors and surveyors to work with 3D laser scan data, Pointools software supports multiple workflows including Art & Entertainment, Forensics, GIS & Mapping, Infrastructure, Manufacturing, and Security & Defence.

Pointools offerings include stand-alone applications, CAD software plug-ins, and a third-party development platform for point cloud processing and visualisation; uniquely enabling point cloud model reuse across Bentley, Autodesk, Safe Software, Rhino, and SketchUp applications without time-consuming translation.