Objectivity Case History

Customer Information

Customer: Lawrence Berkeley Labs - BDA
Industry: Scientific and Business Research
Application Domain: Architectural Design
Status: Customer
Platform: NT
Compiler: C++
Other Tools:

Customer Background

Lawrence Berkeley Labs receives DOE and other government funding to run scientific experiments that are (ultimately) used in commercial applications. The Building Design Advisor (BDA) is a software product with OBJY embedded. BDA provides architects and large-scale commercial construction companies with a visual and graphical representation of their architectural plans. BDA is still in Beta. The product is downloadable (in demo form) from Bd.'s Website, and is available for use, evaluation and constructive feedback by contacting LBL. BDA has been formally announced to more than 500 professors of architecture, and 200 of these have downloaded it from the Website. Unfortunately, only at this point, only 5 have provided any worthwhile feedback. BDA is still in its infancy. LBL does not see BDA having any commercial viability until the year 2000.

Typically, it takes 10 years for a product developed at LBL to make it into the market. Low Emissivity glass (called low E) used in today's windows is a good example. This type of glazing was developed at LBL, with funding from both the DOE, and Anderson Windows Corp. It took 5 years for LBL (and Anderson) to perfect the technology used in the "glazing" behind low E glass, and another 5 years to bring the product to market, as part of Anderson's portfolio.

BDA is on the same timetable. The project began in June of 1994. We should see a true product in June of 1999. Once the product becomes "generally" available we will negotiate a runtime & royalties contract. Until that time, the Beta Version of BDA is offered by LBL free of charge. Thus, OBJY is embedded at no cost also.

One company that has expressed a specific interest in BDA is a large architectural/construction firm called ▬▬▬▬. I will monitor this account as time passes.

Customer Environment

Platform is NT. Language is C++.

Buying Criteria

Scalability. Eventually, BDA will store large amounts of data and this data will contain highly complex cross-object relationships, due to the complexity of these architectural drawings. Frankly, I think our flexibility in structuring a painless deal (for this division of LBL) was also a big factor in their decision. Nonetheless, they are an enthusiastic and fairly knowledgeable reference.

Competitive Landscape:

This did not appear to be a real competitive situation because of our credentials in the domain.

Contact Information

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