



buildingSMART®

International home of openBIM®

The Promise of buildingSMART

Patrick MacLeamy, FAIA
Chair, buildingSMART International
CEO, HOK Architects

Global Building Industry:

Is the same size as manufacturing

But, unlike manufacturing.....

No Efficiency Gains Last 20 Years

Why no efficiency gains?

The building industry is fragmented

Thousands of participants

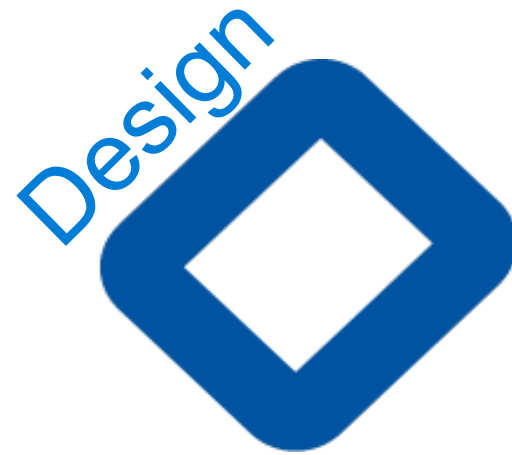
Different rules, regulations by region

The building industry has adopted IT

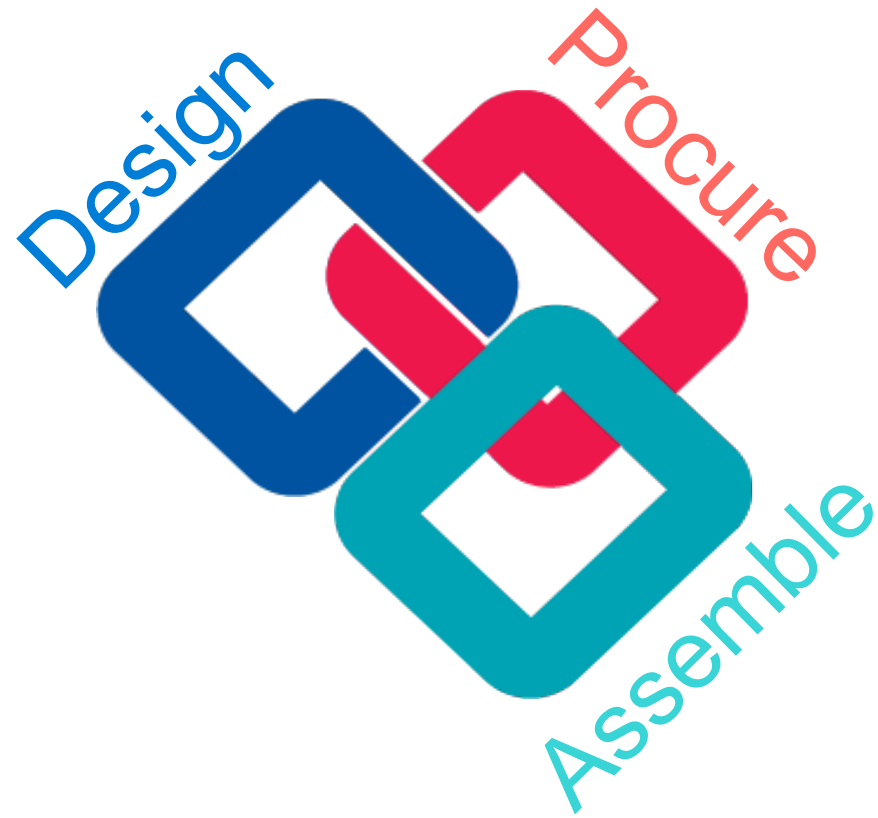
butin a fragmented manner



Was created to address these issues





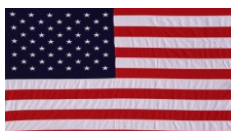






The Home of openBIM

USA



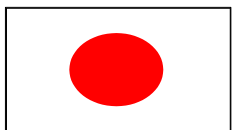
Canada



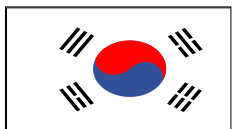
China



Japan



Korea



Singapore



Australasia



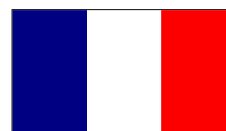
Mideast



Benelux



French Speaking



German Speaking



Iberian Alliance



Italia



Nordic



Norway



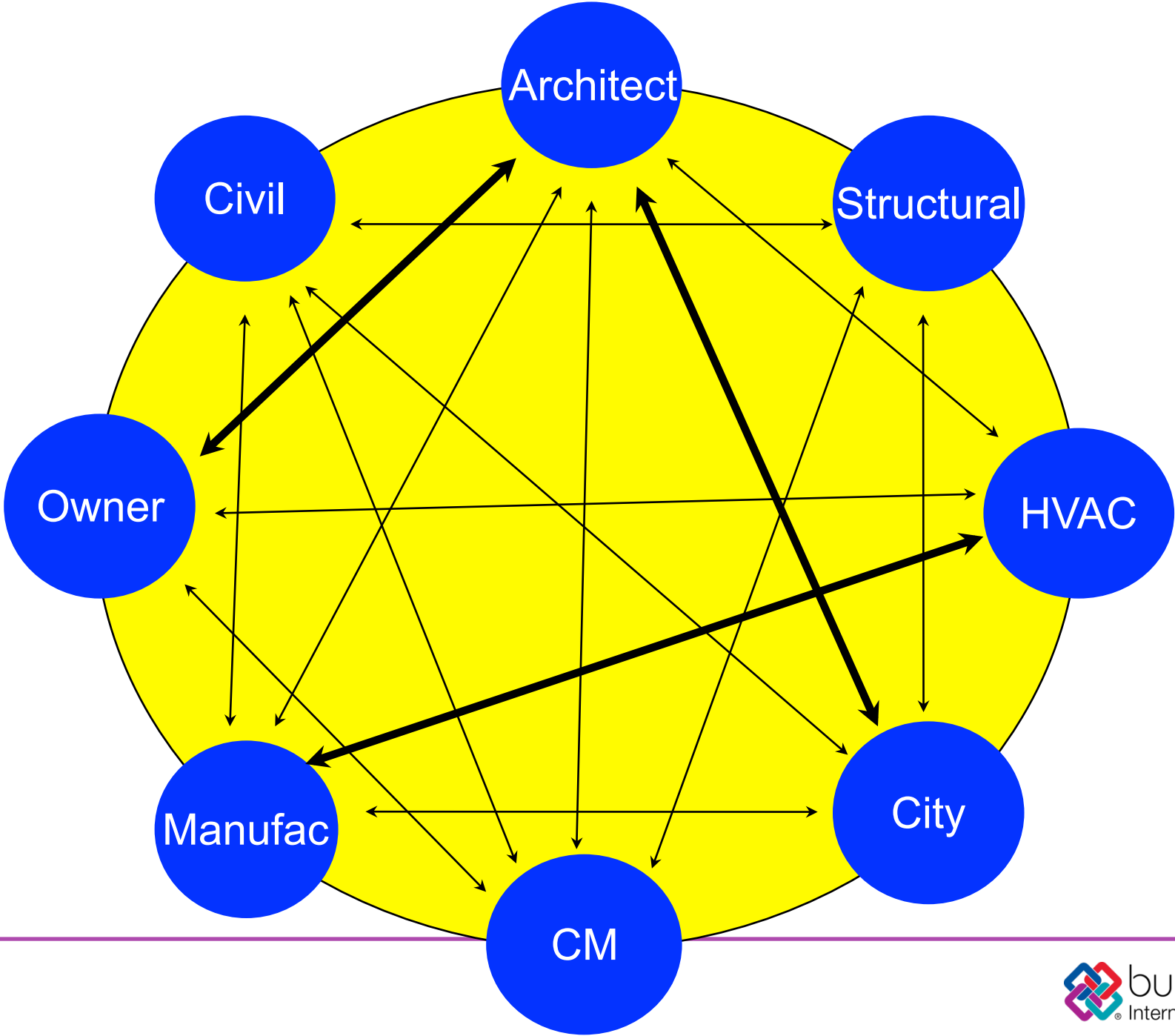
UK



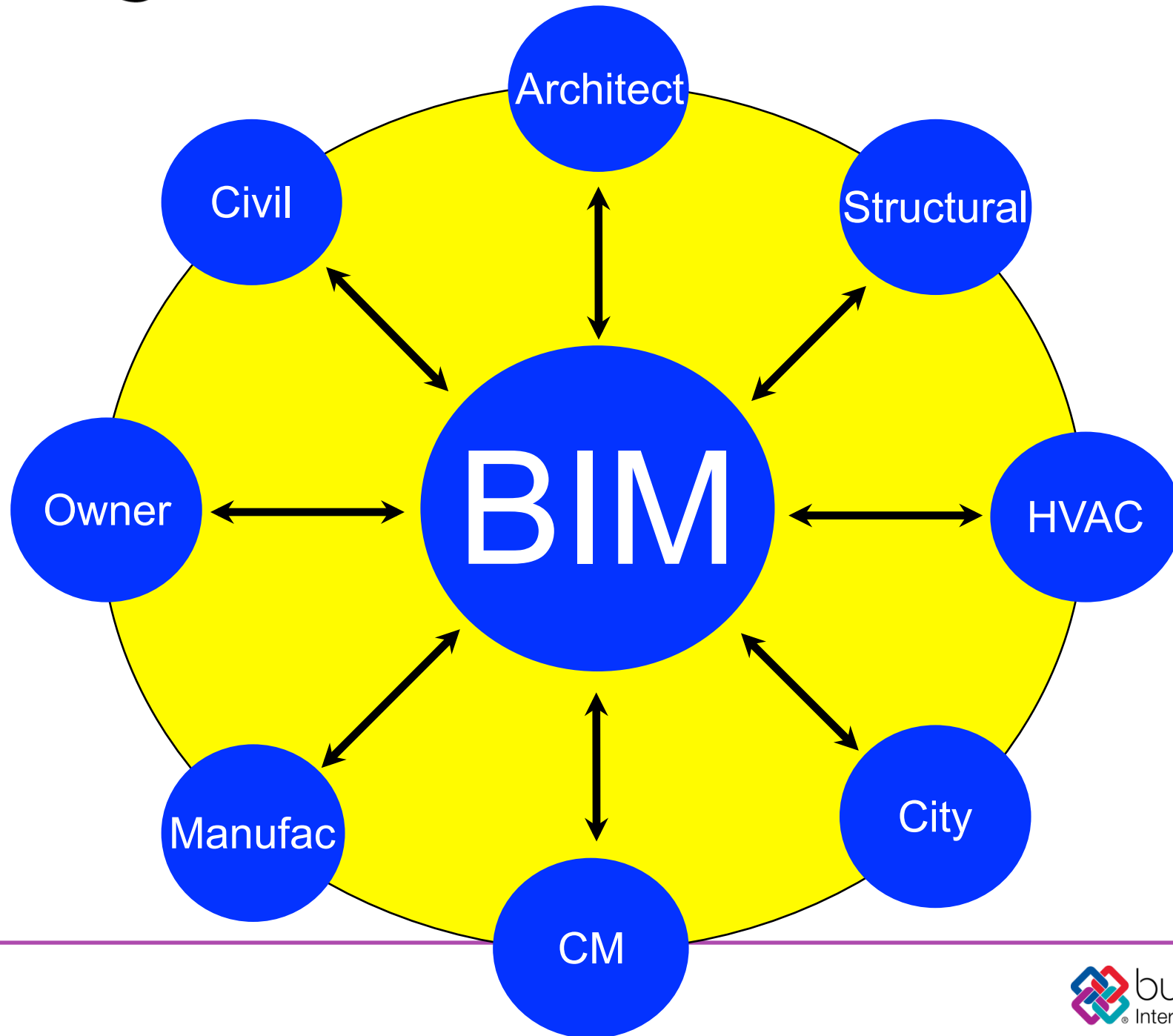
Goals

- **Develop data exchange standards for the Building Industry**
 - IT for buildings
 - Building Information Modeling – openBIM
 - Remove barriers to data sharing
- **Seek adoption as ISO Standards**
- **Support use by Building Industry**
 - Architects, Engineers, Constructors
 - Product Manufacturers
 - Facility Managers
 - Software Developers
- **Extend to Entire Built Environment**

Traditional Information Exchange



buildingSMART Information Exchange







Process

Product

Process

Product

**Process
Room**

**Product
Room**







**Process
Room**

**Product
Room**

Building
Industry
Members

Manufacturers
Specifiers
Procurers

Participants

International
BIM
Standard

e-Catalog
Data Dictionary

Products

**Process
Room**

**Product
Room**

buildingSMART International

Process
Room

Product
Room

Technical Room

ISO

The Promise of buildingSMART

Thank You