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@ WORK INNOVATION

Interactive Simulator Puts Projects in '4-D'

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Innovation looks at one emerging company each Monday. Most are closely held and have devised a unique technology, a new level of service or an unusual way of doing business.

BALFOUR

Technologies LLC

(www.BAL4.com)

(Headquarters: Bethpage)

The Big Idea: A developer and provider of interactive time-based technology solutions offering a patent pending technology, fourDviz, which is designed to provide the ability to control the 4th dimension of time within a sustained 3-D interactive environment.

The company's flagship product, fourDviz, brings the potential of real-time interactive simulation to every user desktop and the Internet for applications in manufacturing, construction, transportation, real estate and all other industries that deal with the complexities of a changing environment.

Developed in May 1998, the fourDviz technology was delivered to F.R. Harris Inc. for use on Massport's Boston Logan Airport Modernization Program, and the National Aviation and Transportation (NAT) Center on Long Island. In January 1999, a second release was delivered. It is being marketed to the client base as proprietary fourDviz capabilities and services, delivering 4-D workstations to the desktop environment.

The fourDviz gives end users real-time interaction within a 3-D visual scene, including complete control of the 4th dimension of time. End users of the technology can experience a "4-D" walk-through into a project before it actually exists. The user can interact directly with this real-time simulation and actually see what the design looks like, how it works and how it can be implemented.

The technology helps users communicate design concepts and final build conditions through visual simulation, evaluate change in the design or schedule of any individual project, develop alternative scenarios to optimize phasing and visualize construction staging

of many separate projects within an active business in order to maintain operations through all critical phases. In addition, fourDviz can provide real-time walk-throughs and views from any location and perspective.

Other projects the company's fourDviz technology was used in include the LaGuardia Airport Subway Access Study in Queens, the Huntsville Airport Intermodal Transportation Simulation in Alabama, the 4-D Interactive Roadway Traffic Simulation on Long Island and the Tren Urbano Rapid Transit System in Puerto Rico.

Top Guns: Rich Balfour, 46, (on right in photo) of Massapequa Park, is chief executive and his identical twin brother, Bob Balfour, is chief technology officer. They created the company along with a third partner, Bing Zeng. The brothers have been creating real-time simulation technologies for 20 years.

Key Quotes: "The old saying is a picture is worth a thousand words, so an interactive 4-D simulation is worth a lot more than words...it's worth dollars because it saves time and money," said Rich Balfour.

The Next Step: Balfour Technologies plans to target the public sector and real estate market for managing construction and leasing and make fourDviz available on the Web next year.

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