

Perth woman gives Hollywood a run for their money



Perth, Western Australia Aug 17, 2022 (IssueWire.com) - Perth woman gives Hollywood a run for their money

When you think virtual reality and 3D animation, you'd be forgiven if your mind went to a Hollywood studio, but thanks to Perth woman, Margret Thompson, this exciting technology is not only available locally without the blockbuster price tag, but her futuristic work has also earned her the 2022 Innovation/Innovator of the Year Award.

Mrs. Thompson, the founder of Viewtech 3D, together with her business partner Richard Thompson, had their work acknowledged at the 2022 Black and White Awards, a prestigious annual event held by the Joondalup Business Association.

Upon accepting the award, a humble Mrs. Thompson said that she strives to allow users to immerse themselves into simulated surroundings at the touch of a fingertip. “The applications are only limited by our imaginations,” she said. “Whether it’s bringing large-scale blueprints to life, recreating a realistic Christmas snow scene in a shopping centre, or taking tourists on an interactive journey into indigenous art, our technology is making it easy.”

Viewtech 3D director, Richard Thompson said their real-time drone and virtual reality technology is also in high demand from companies wanting to minimise risks and accidents on site. “We offer optimised site inspections, meaning that the resulting 3D visualisation enables remote personnel to bring the asset to their desk without the need to be there in person.”

He also shared that the award holds special significance as women are the minority in the tech industry. “Margret’s drive, resilience, and passion for leading the market within Australia are so inspiring”, he said. “But she’s not only focused on delivering innovative results to the corporate, tourism, construction and oil and gas industries, she also makes an altruistic donation to one business owner a month who is experiencing hardship and difficulty in showcasing themselves.”

Mrs. Thompson will work with the business owner to create a next-level digital online experience to increase footfall to help drive revenue.

“It’s no longer futuristic,” Mrs. Thompson said. “Daily, we are transporting people in real-time, and making this ground-breaking technology available to everyone, right here from Western Australia.

<https://vimeo.com/740238911>

<https://www.viewtech3d.com.au/>



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