

## PRESS RELEASE

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### SCOTT BROWNRIGG LAUNCHES NEW DIGITAL TWIN OFFERING WITH ATLAS INDUSTRIES

Global architectural practice Scott Brownrigg has announced the launch of a new digital service to clients. The Digital Twin Unit is a joint venture between Scott Brownrigg and leading digital delivery specialists Atlas Industries.

Bringing together 300+ architects and engineers, the joint venture combines the design and planning skills of Scott Brownrigg with the digital technology expertise of Atlas Industries under one single new brand; initially offering aviation and infrastructure clients across the globe a Digital Twin of their asset.

A Digital Twin connects the physical and digital worlds. Interfacing with a number of digital plugins, a Digital Twin has the ability to simulate scenarios and make accurate predictions, helping organisations pinpoint critical weak spots in their assets to mitigate risk. In the long term, a Twin can improve future building design programmes and ongoing maintenance.

Crucially in a post COVID-19 world, a Digital Twin can help improve the operational efficiency of an asset. Taking airports as an example a Twin will allow for a better understanding of passenger flow levels, the passenger experience and health and wellbeing. Ultimately delivering cost savings and improved productivity and safety. The team have already delivered a Digital Twin for Hong Kong International Airport.

Richard McCarthy, Board Director at Scott Brownrigg said of the new Digital Twin Unit:

*"The creation of the Digital Twin Unit offers our clients the opportunity to plan and predict how we use our buildings with an intelligent replica. We can help clients understand why they need a Digital Twin, what they can do with it, and tailor the right digital twin for them. Digital Twin is an incredibly powerful tool to help clients assess their assets and improve their efficiency. More and more clients are seeing the benefits a Digital Twin can provide, and as a practice we're looking forward to working with Atlas further in this area".*

Sam Houston, CEO at Atlas Industries said: *"The Atlas team look forward to using our skills and experience in the Digital Twin space, in collaboration with Scott Brownrigg, to enable clients to speedily and efficiently access the benefits of integrating Digital Twin technology into their operations."*

The service will be offered across four stages and include the ongoing maintenance and hosting of data for a clients' Digital Twin.

For further information see [www.digitaltwinunit.com](http://www.digitaltwinunit.com)

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For further information please contact:

**Claire Donald**

Head of Marketing and Communications

Scott Brownrigg

T: 020 7240 7766

E: [c.donald@scottbrownrigg.com](mailto:c.donald@scottbrownrigg.com)

**Notes to editors:**

**Scott Brownrigg**

We are a global design leader ranked in the UK Top 10 and within the Global Top 100 architectural practices. We have a Vision to transform the industry and enrich lives through the built environment to create a better world.

We undertake projects across all major sectors from business space, education, residential and mixed use through to advanced technologies, hospitality, civic and cultural, transport and defence.

We have studios across the UK in London, Edinburgh, Guildford and Cardiff and international studios in New York, Singapore and Amsterdam. These together with strategic alliances in the Middle East and Hong Kong enable us to serve our growing international client and project base.

We live for opportunities to push ourselves, creatively, in business and as a team.

[www.scottbrownrigg.com](http://www.scottbrownrigg.com)

**Atlas Industries Limited**

Atlas are leading players in providing technical support to major international clients in the Architectural, Construction and Engineering sectors. We support the leading players in the delivery of prominent projects in the Building and Infrastructure sectors with our broad experience of residential, commercial, hospital, educational, arts, sports, transportation and industrial projects. Atlas' operations centre in Ho Chi Minh City, Vietnam has been engaged, for 20 years, in the development of graduates from the excellent local universities to deliver the highest levels of skills and service to our international client base.

[www.atlasindustries.com](http://www.atlasindustries.com)