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Profile: Edited for readers ranging from the business executive to the consumer in the Detroit area. Editorial provides breaking business news every day as well as coverage of the business world in such areas as advertising, technology, transportation, and wholesale and retail trade. Reviews the effects of current events of the financial world on the local Detroit economy. Subjects include executive life, executive homes, small business, real estate, employee benefits, nonprofits, business education and luxury vehicles.

The screenshot shows a web browser window displaying the Crain's Detroit Business website. The browser's address bar shows the URL: <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=crain.story&STORY=/www/story/05-15-2008/0004814374&DATE=May+15,+2008>. The website header includes the Crain's Detroit Business logo and navigation links: Home | Free E-mail Alerts Signup | Print Subscribe / Renew | CDB Mobile | Add RSS. A navigation bar contains links for CRAIN'S LISTS, EVENTS, COLUMNS, SERVICES, and ADVERTISE. The main content area features a news headline: "Florida-Based Firm Launches Motorcoach Resort Virtual Tour" by Michael Redd & Associates. The article text describes a 3-D virtual tour of the Hearshide Grove Motorcoach Resort in northern Michigan. A sidebar on the left contains various resource links, and a right sidebar promotes a subscription offer: "Read what your competitors are reading. And try 8 issues free." The footer of the page includes the Crain's Detroit Business logo.

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Florida-Based Firm Launches Motorcoach Resort Virtual Tour
Michael Redd & Associates enables users to see end product while Hearshide Grove Motorcoach Resort site in-progress

PETOSKEY, Mich., May 15 /PRNewswire/ -- As construction of Hearshide Grove (Hearshide), northern Michigan's first true luxury Motorcoach resort, is underway - the developers unveil a feature which allows a first-hand glimpse of the upscale property: the 3-D virtual tour.

This cinematographic tour, developed by Michael Redd & Associates based in North Palm Beach, Fla., creates realistic views of the Hearshide property based on conceptual drawings. The video is crafted by a staff of architects who use the latest in technological practices to design exact replicas of on-location properties.

The video highlights the phases of Hearshide construction, on-site amenities, craftsman-styled bungalows and overall site layout. Through this virtual tour, owners are able to see this \$30 million, 340-lot resort come to life.

"We truly enjoyed working with Michael Redd & Associates for completion of this virtual tour," said Craig Rose, co-owner of Hearshide Grove. "As this project is planned for distinct phases over the course of several years, this feature truly allows us to share our vision with prospective owners."

Using programs such as Autocad, 3D Max and high-tech movie projection systems, Michael Redd & Associates was able to create life-like buildings, trees and landscaping that showcased the actual property in both scale and appearance. Additionally, the company stored the video within a 'render farm,' equivalent in file size to 20 computer hard drives. This system allows for handling of extremely large video files and thus a quickened turnaround time for clients.

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