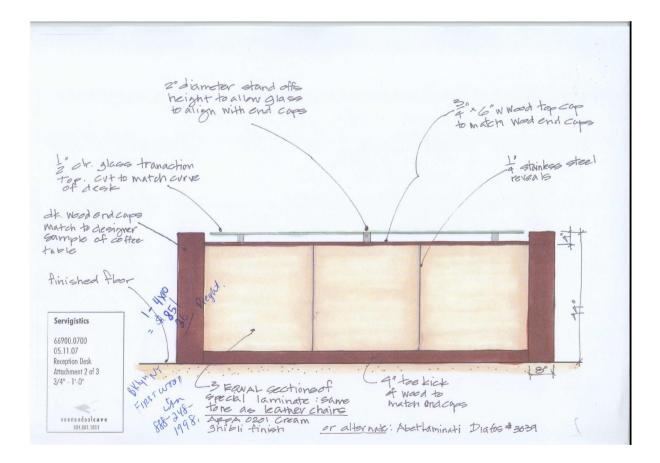


Arnold Reception Desks, Inc

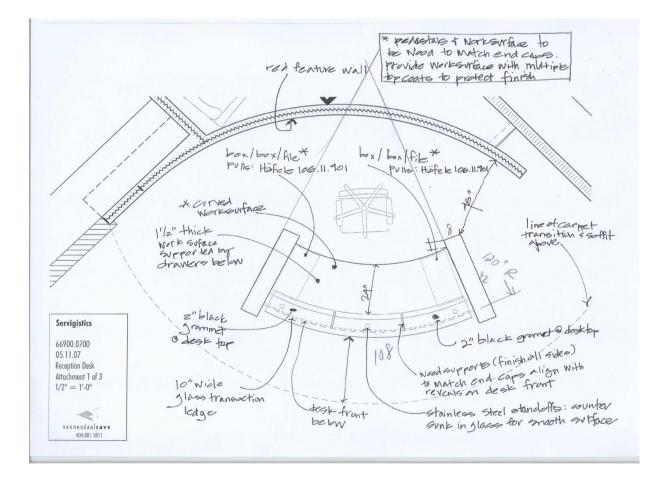
In 2006, ARD introduced the Arcus Series reception desk at the NeoCon East trade show in Baltimore.



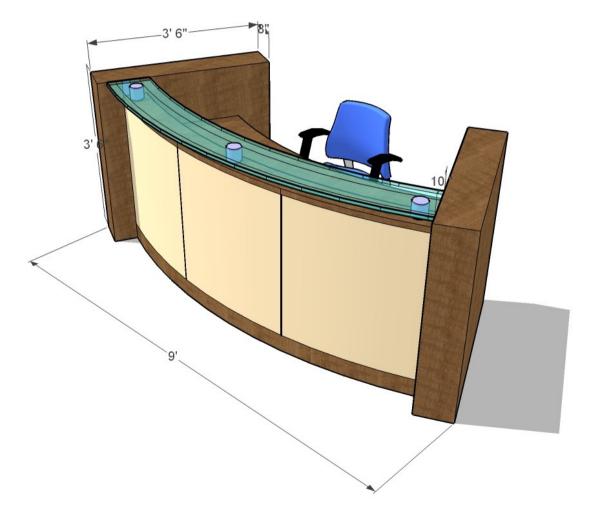
The Arcus features a unique concave footprint, clear glass counter on metal stand-offs, recessed metal laminate toe kick, and optional lights and leather panels. We posted the photos on our Website, and distributed a flyer showing the new series. VeneedaalCave, a design firm in Atlanta, was intrigued by the Arcus and sent us the plan view and front elevation of a modified design, showing how the unit would fit into their circular space.



The specifications they sent were relatively complete, compared to many of the projects that we do, but we still had to adapt the specs to our customary methods and materials.



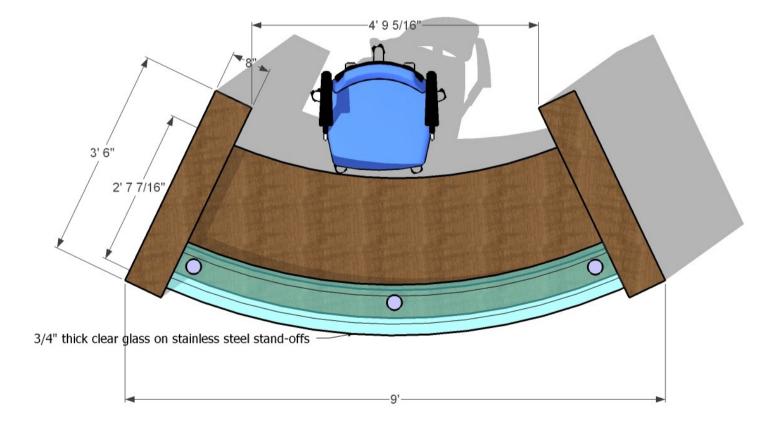
With the drawings from VeneedaalCave as the starting point, our design department worked up a set of renderings for review by the designer and enduser.



ARD uses Sketchup Professional for its renderings. This program permits the rapid creation of true 3-d images. Compared to orthogonal CAD type drawings, Sketchup drawings allow the enduser to envision with some degree of certitude the eventual look of the reception desk.



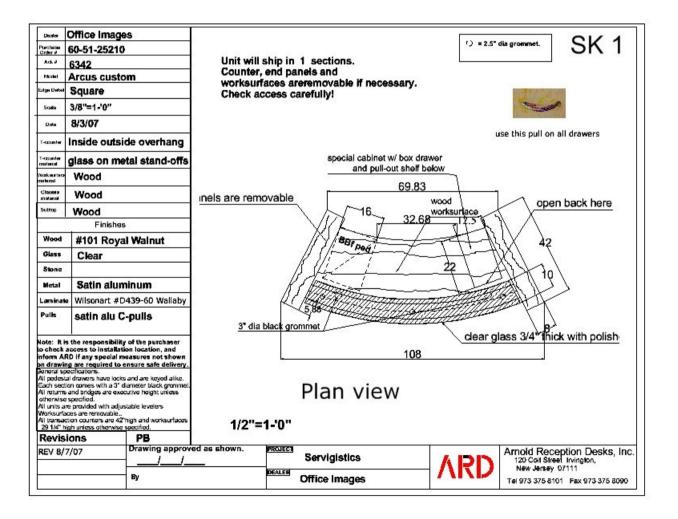
These images can be exported as 3-D files to AutoCad. The actual wood, laminate, metal and glass finishes can be applied to the various surfaces, to give a lifelike appearance to the rendering.



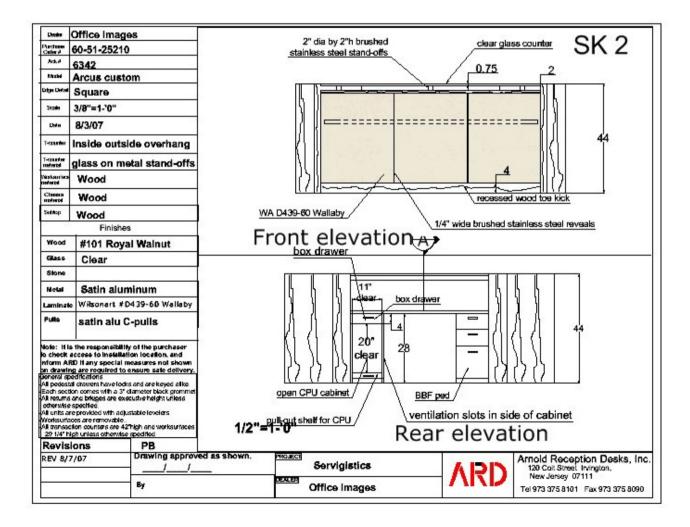
The final leg of the quoting process is the quote itself. On the quote we give a verbal description of the unit, itemize the optional features and components, and show lead time, finish, and shipping information.

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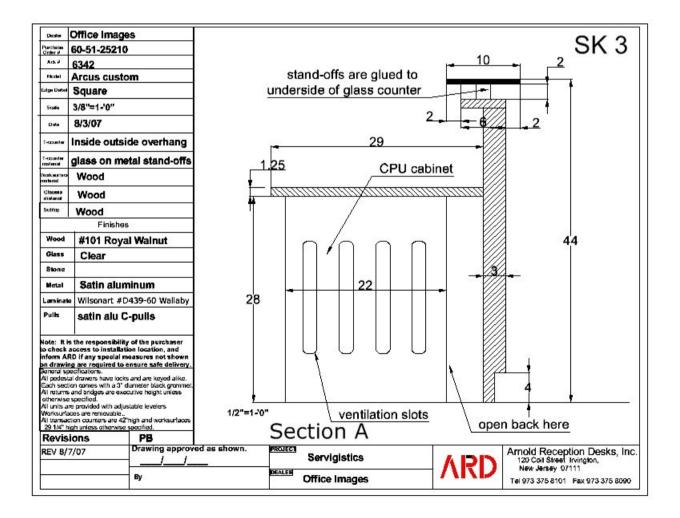
Following the inevitable tweaking process, the final design has been approved, a dealer is selected, and a purchase order is sent. The next step is the submittal of shop drawings.



ARD typically submits shop drawings as pdf files, showing plan view, elevations, sections and details. The shop drawings call out all relevant dimensions, finishes, storage, etc. The drawings can be submitted in a dwg format as well allowing inclusion in ACAD drawings.



The shop drawings are reviewed by either the enduser or architect, and when approved, the unit is scheduled for production. Production time for a unit like this is about 8 weeks.



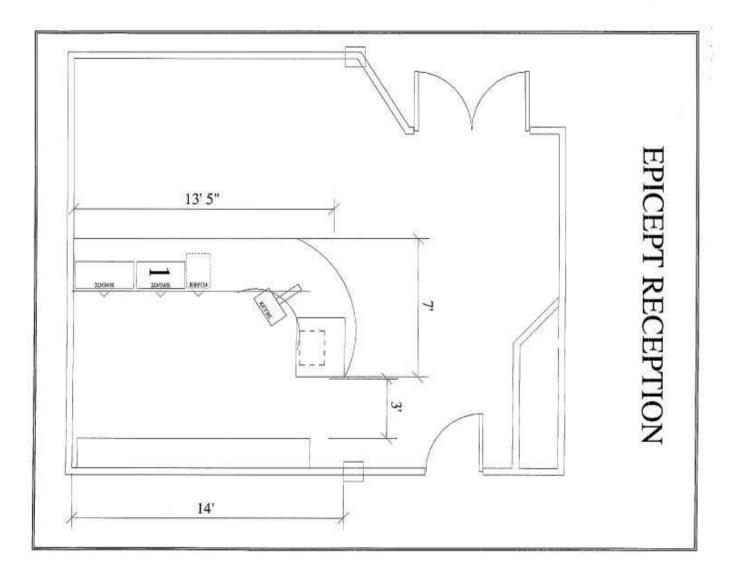
The photos below were taken at the factory, prior to shipping. We have posted them on our website, www.ardesk.com, in the "custom" section, as an illustration of the ability of ARD to adapt any of our styles to special architectural requirements. We find that the custom section of the website serves as a reservoir of design ideas.



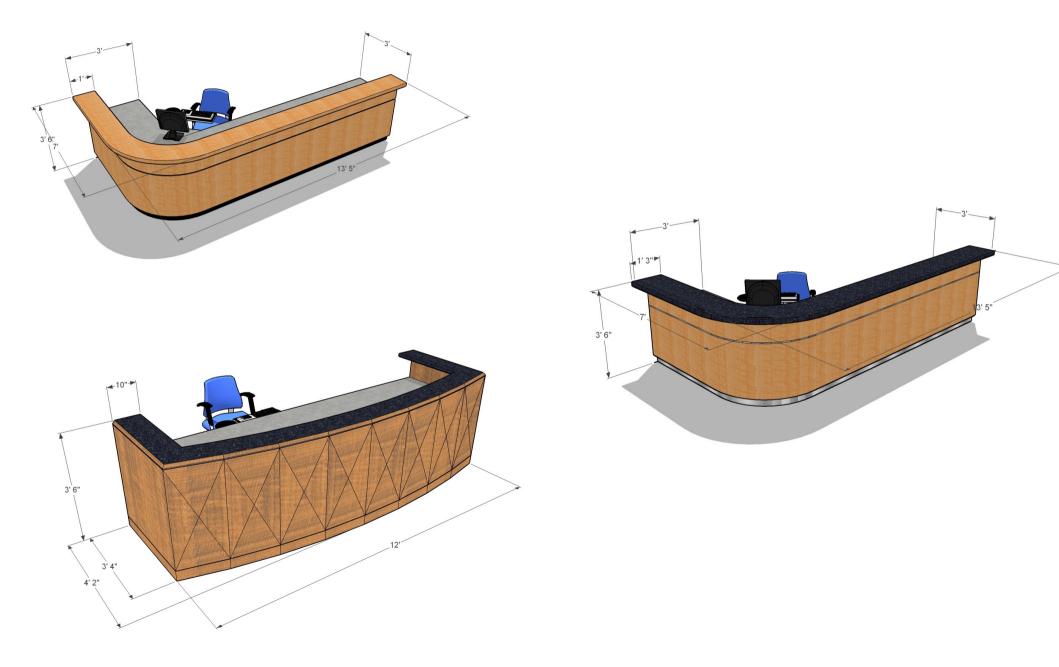
In this case, the vision of the designer was quite clear, and little imagination was required to get it right.



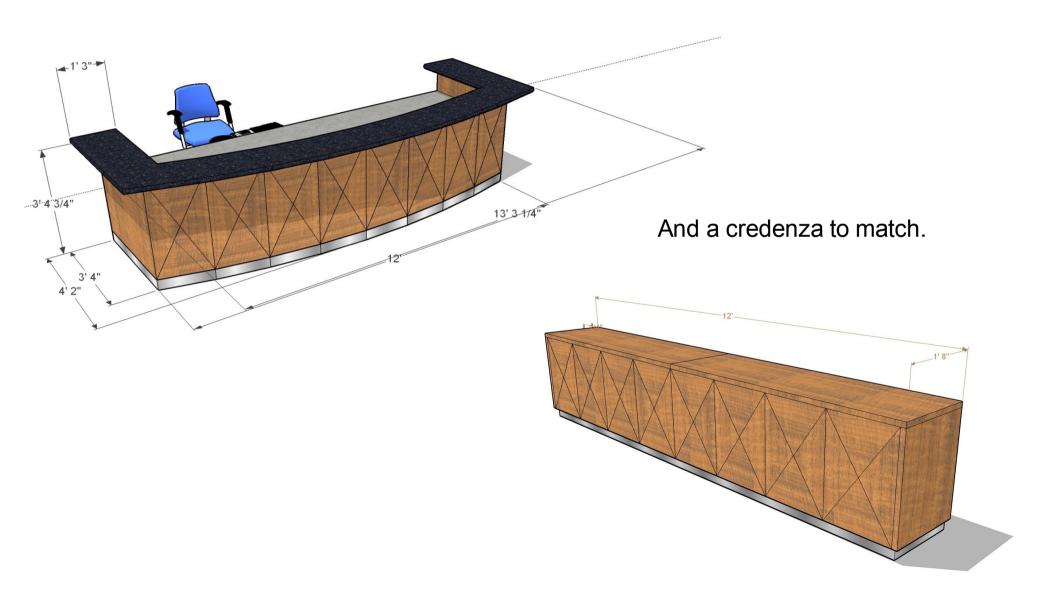
In many cases, the specifier is not sure what is needed, and ARD is able to provide to the enduser some detailed images that can help to define the project. We received the minimal plan view below, for a desk and credenza for Tarrytown NY.



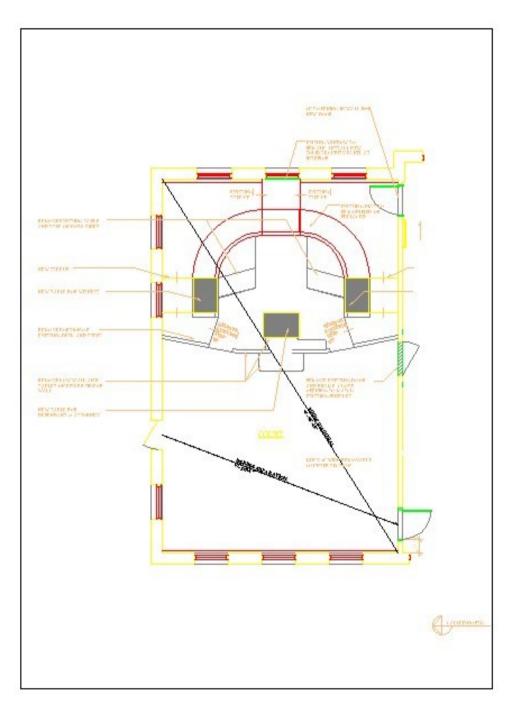
A number of layouts were submitted and priced out



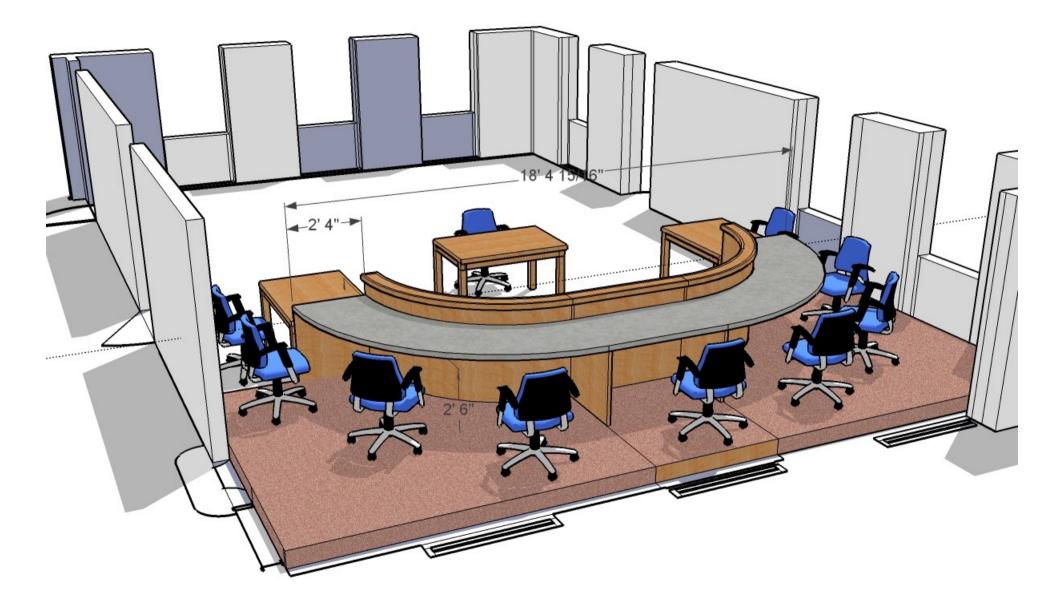
Until finally the enduser found a design that was perfect for the space.



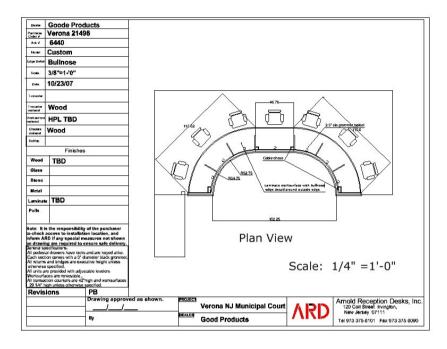
On the other end of the spectrum are projects that are well defined from the beginning but require some visual backup to seal the deal. In the case of a local township council chamber, ARD was able to work with an AutoCad drawing from an architect.This drawing was imported into Sketchup to provide the basis for the concept drawing

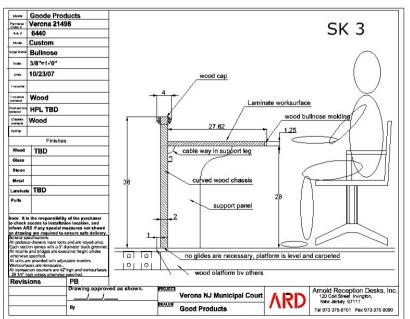


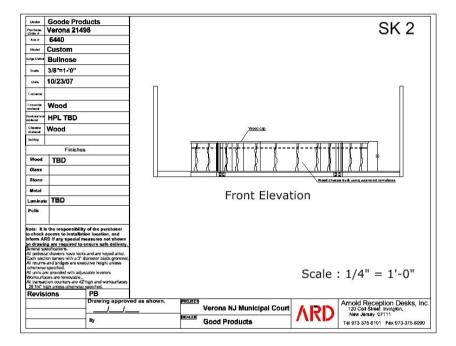
ARD provided several concept drawings to the township, and after the typical process of modification and adaptation, became a purchase order.

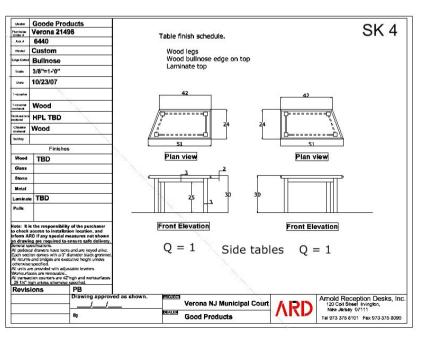


Shop drawings are submitted for approval to the township.

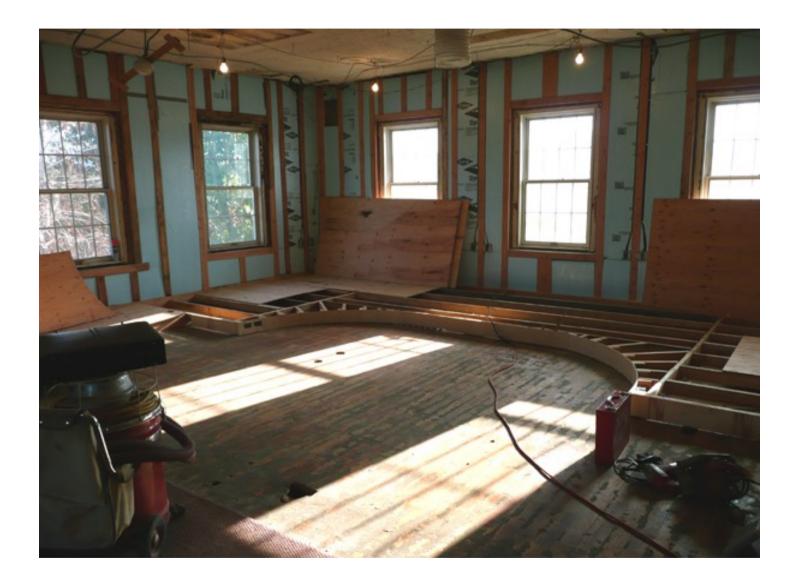








Initial field measurements were taken of the platform built by the GC, templates were made and taken to site for verification.



Six weeks later the finished product was delivered and installed.

