



## Your toolkit for success

The right 3D tool can enhance your professional workflow to help you get the job done on time and on budget. SketchUp enables design professionals to create, communicate, and collaborate in 3D quickly and accurately. It's the most intuitive and easy-to-learn 3D drawing tool available, designed to behave like an extension of your hand. Learn more about the SketchUp ecosystem and what it can do for you.

## The value of 3D

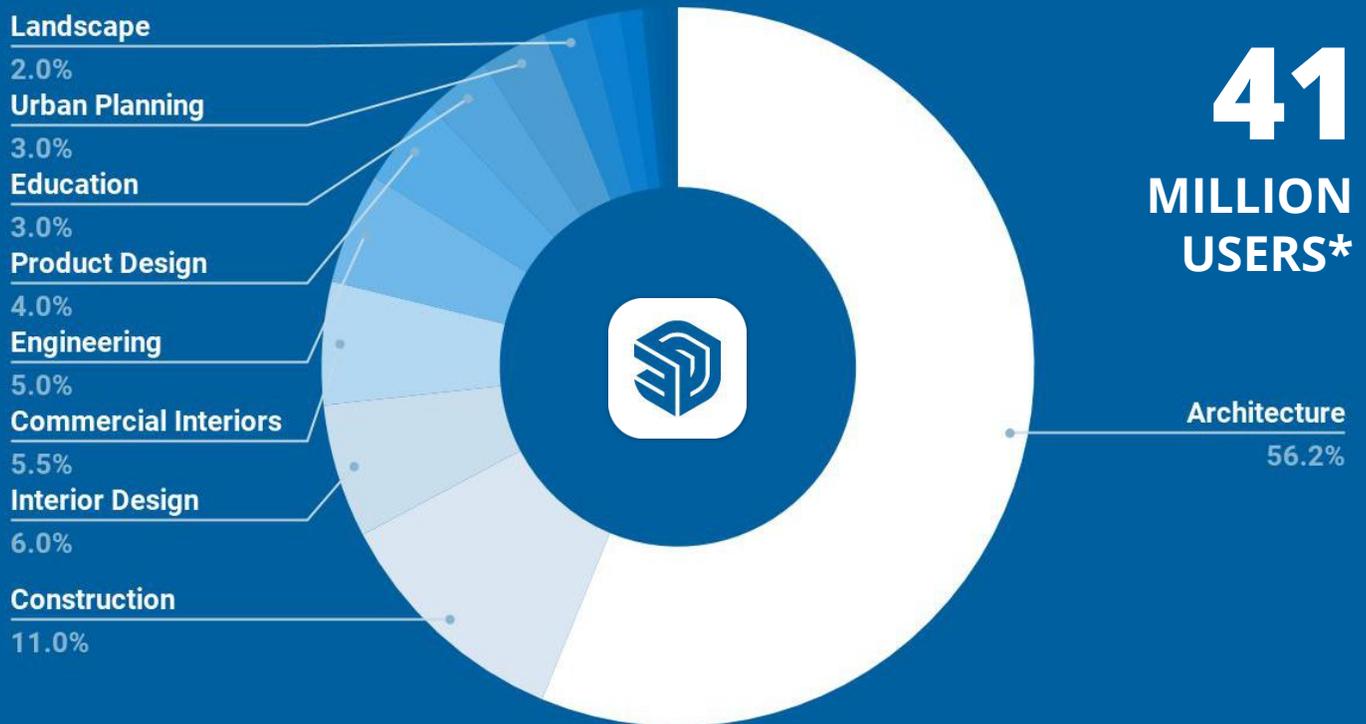
### 3D Modeling

SketchUp is the simplest way to draw in 3D, combining an intuitive user interface with an extensive tool palette. Draw with the accuracy needed to produce detailed, professional-grade models and documents.

### Documentation

From simple mood boards to comprehensive construction documentation and details, SketchUp's LayOut equips you to combine 2D and 3D graphics in a simple but powerful way to create impact.

## Who uses SketchUp?



### Who uses SketchUp?

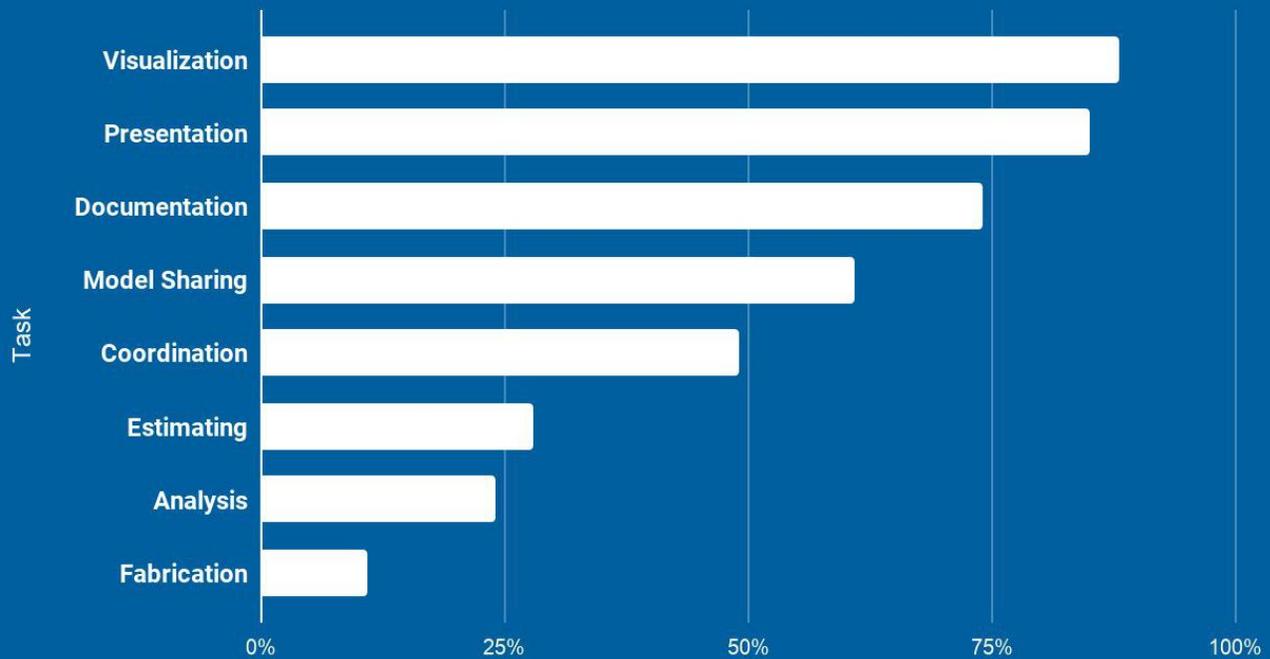
SketchUp is the most widely used 3D modeling tool in the world. Each year, more than 41 million professionals and hobbyists deliver highly creative projects across architecture, engineering, construction, product design, retail, interior design, logistics, manufacturing, furniture design, and more.

### Why is SketchUp the first choice for leading design professionals?

- It's **intuitive** and quick to learn (and train)
- It's extremely **affordable**, more users for less
- It **doesn't require expensive hardware** to run
- It enables **creative** yet **accurate** and **detailed** design
- SketchUp has strategic partners such as Adobe, Vray, Lumion, Enscape, Microsoft, Hololens and more. It **integrates** with many other 2D/3D software tools through imports and exports or as SketchUp Extensions.

*(\*Includes device activations and users of classic perpetual licenses, subscriptions, SketchUp Free and SketchUp's discontinued free product.)*

Percentage (%) of Firms using BIM for billable work, by task



**BIM, Classification & Reporting**

SketchUp’s interoperability ensures that your conceptual idea translates through the design and project lifecycle and can be leveraged by multidisciplinary teams and their varied CAD software.

*Dynamic Components* enable you to create parametric objects. Go further by enriching models with attributes such as IFC classifications, name, cost, and manufacturer url. Easily import and export IFC files, and export customizable reports for material and cost estimates, and more.



**Virtual Design & Construction**

With SketchUp, capture and communicate your intent by creating accurate constructible models. Collaborate seamlessly with multidisciplinary teams and deliver sophisticated projects efficiently.



**Animation**

Go beyond 3D and visualize the sequence and flow of your creations. Create stunning walkthroughs and customize factors such as the camera height and field of view to achieve your desired outcome.

See how market-leading firms use SketchUp to deliver inspirational designs.



[Read >](#)



[Read >](#)



[Read >](#)

## A winning platform

Not just a 3D modelling application, we offer a suite of products built to enhance and accelerate a designer's workflow:



**LayOut**  
Present models with text and 2D vector illustration

**V-Ray 5**  
Generate stunning, high-quality renders

**3D Warehouse**  
An online 3D model library; find almost everything

**Extension Warehouse**  
Find and install SketchUp extensions

**SketchUp for Web**  
Review 3D models on mobile or tablet devices

**Viewer for HoloLens**  
Visualize projects in mixed reality with HoloLens

**Mobile Viewer**  
Review 3D models on mobile or tablet devices

**SketchUp Pro Desktop**  
The world's most popular 3D modeling app

**Virtual Reality Viewer**  
Get immersed in VR with Oculus or HTC Vive

**Trimble Connect**  
Cloud storage and collaboration platform

**Scan Essentials**  
Unlock the power of point cloud data

**Sefaira**  
Powerful building performance analysis

**Style Builder**  
Generate custom drawing styles

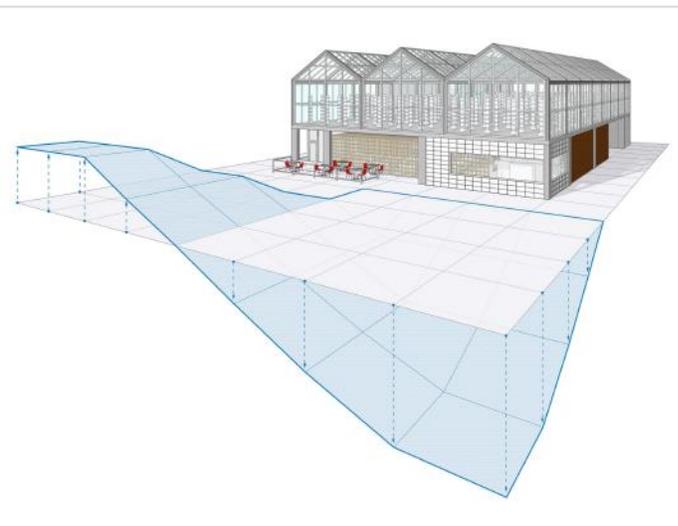
**PreDesign**  
Enhance your design research with climate insights and design recommendations



## SketchUp Pro for Desktop

SketchUp Pro Desktop is useful from the earliest stages of design all the way to final project delivery. Easy-to-use drawing tools are combined with the accuracy and detail needed to produce constructible models, stunning images, 2D documentation, cost estimates and material schedules.

[Learn more >](#)



## Extension Warehouse

There are hundreds of third-party add-ons to extend the tools and features of SketchUp. Improve workflows by reducing time-consuming, complex, or repetitive processes. There are extensions for photorealistic rendering, reporting, parametric modeling, animation, and more.

[Visit Extension Warehouse >](#)



## LayOut

Combine models with text and 2D vector illustrations for beautiful presentations, permit submittals, construction documents, and other dimensioned drawings. 3D models are dynamically linked to LayOut files, and changes in SketchUp are instantly mirrored to documents.

[Learn more >](#)

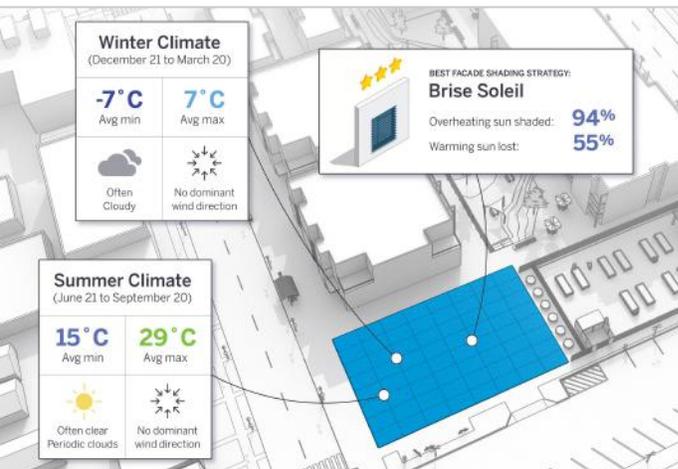


## 3D Warehouse

An online repository with millions of free models. Instantly add entourage and context to projects. Browse thousands of real-world products from recognized brands to specify appliances, furniture, floor coverings, and more.

Manufacturers leverage 3D Warehouse to increase brand awareness and generate leads by placing products in front of millions of potential buyers.

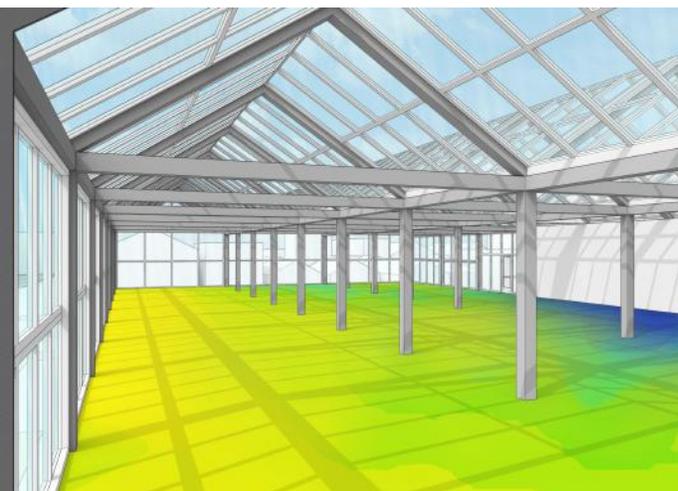
[3D Warehouse >](#) [Create an Account >](#)



## PreDesign

PreDesign is a new way to start your designs. With PreDesign, you can easily connect the dots between climate and concept design at the start of your project. Present compelling graphics to clients and steer your projects in the right direction.

[Learn more >](#)



## Sefaira

Analyze building performance by calculating energy use, thermal comfort, daylighting, and HVAC requirements during conceptual and schematic design phases.

Inform decisions earlier in the process, when changes are easier, less expensive, and much more impactful.

[Learn more >](#)



## V-Ray 5

### EXCLUSIVE TO SKETCHUP STUDIO

From detailed high-rise buildings to interior floor plans, add realism into your projects using V-Ray 5 for SketchUp. V-Ray's powerful raytracing engine gives you access to your own virtual digital camera, plus you can access interactive, real-time visualizations as you model with V-Ray Vision. Create compelling imagery to present your design story, remove ambiguity, showcase your proposal's merits to clients, and win more work.

[Learn more >](#)



## Scan Essentials

### EXCLUSIVE TO SKETCHUP STUDIO

Unlock the power of point cloud data and increase your workflow efficiency. Easily access, view and create 3D assets from terrestrial scans, photogrammetry, lidar sensors, mobile mapping, and drone captures. Import, view, and transform this scan data into an invaluable 3D asset by directly modeling onto point clouds using SketchUp's native tools.

[Learn more >](#)



## HoloLens Viewer

Bring designs to life in mixed reality. Step into a powerful new way to explore, understand, and share your work with Microsoft HoloLens. Physical models cost time and money. Virtual models can be infinitely reconstructed and rescaled to suit your needs.

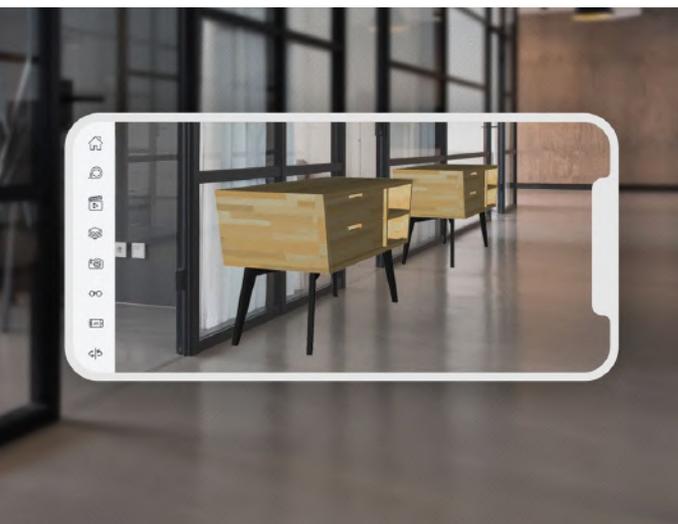
Launch a co-located collaboration session with live audio. See where others look, and solve complex spatial issues as a team. [Learn More >](#)



## Virtual Reality Viewer

Users can immerse themselves in projects at 1:1 scale to experience, understand or resolve complex spatial dynamics. Cycling through scenes within a model facilitates rapid decision making and can show construction sequencing. Teams may collaborate via live audio; virtual avatars represent a colleague's point of view, allowing them to be more easily guided.

See how global firm, Gensler is using VR to stay ahead of the curve: [Gensler video case study >](#)

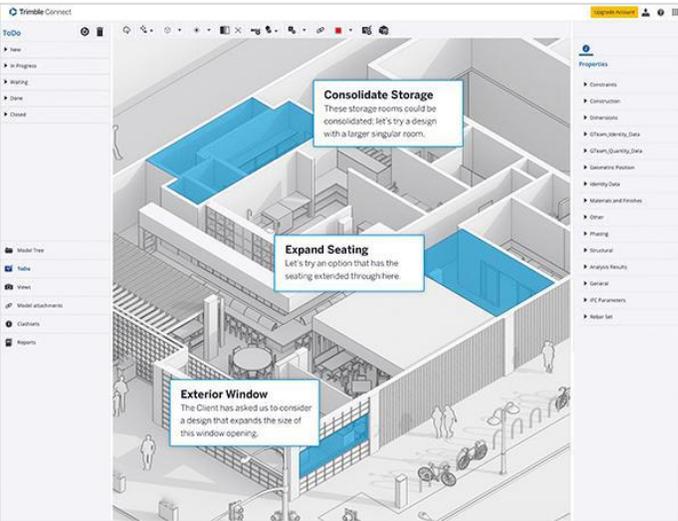


## Mobile Viewer

Access models from 3D Warehouse, Trimble Connect or other cloud storage apps on mobile. View and present models with the familiar orbit, pan, and zoom tools. The viewer supports scenes, fly-through animations, layers, section planes, and styles.

Use AR features to merge 3D models with real-world context; reimagine room layouts, evaluate proposals in context or review projects. Learn more:

[Viewer Demo >](#) [Viewer Help Center >](#)



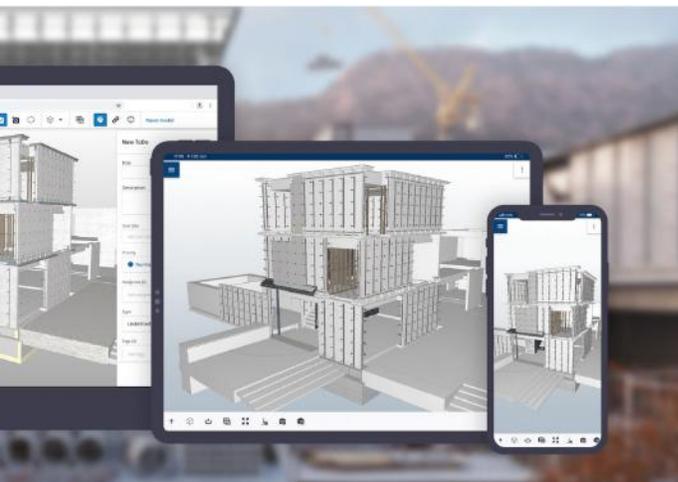
## Trimble Connect for Business

Trimble Connect is a cloud-based platform that connects the right people to the right constructible data, at the right time. Access vital project information anywhere and collaborate with tools for 3D markup, task assignment, and clash checking.

Link data from over 60 industry tools throughout each phase of the building's lifecycle to keep projects on schedule and on budget. Trimble Connect supports Autodesk, Tekla, SketchUp files, point clouds, PDF, images, IFC, Microsoft Office files, and more.

[Learn More >](#)

Trimble Connect for XR (HoloLens 2 and MagicLeap) allows users to experience models in augmented reality in tabletop mode or at 1:1 scale. [Aligned with real-world reference points](#) to truly visualize models in context and avoid last-minute surprises.



## Style Builder

Create customized line styles using imported digital or hand drawn strokes. Crisp pen lines, marks from a fat stick of graphite -- if you can draw it, you can make it into a Style.

Combine with unique textures and colors in SketchUp to inject your creative flair into every model, render and animation. [Learn More >](#)



## Who uses SketchUp?

Just a few of our extraordinary customers producing stunning work across a wide range of industries.

ARUP

ATKINS

CALLISON RTKL  
A DESIGN CONSULTANCY OF ARCADIS

Gensler

LVMH

Harrods

CHANEL

L'ORÉAL

Turner  
Construction Company

CAPITA

WSP

Barton  
Malow

BURBERRY  
ESTABLISHED 1856

LEGO



IKEA®

RAMBOLL

AECOM

Balfour Beatty

Aēsop®

VINCI

DHL

TARGET

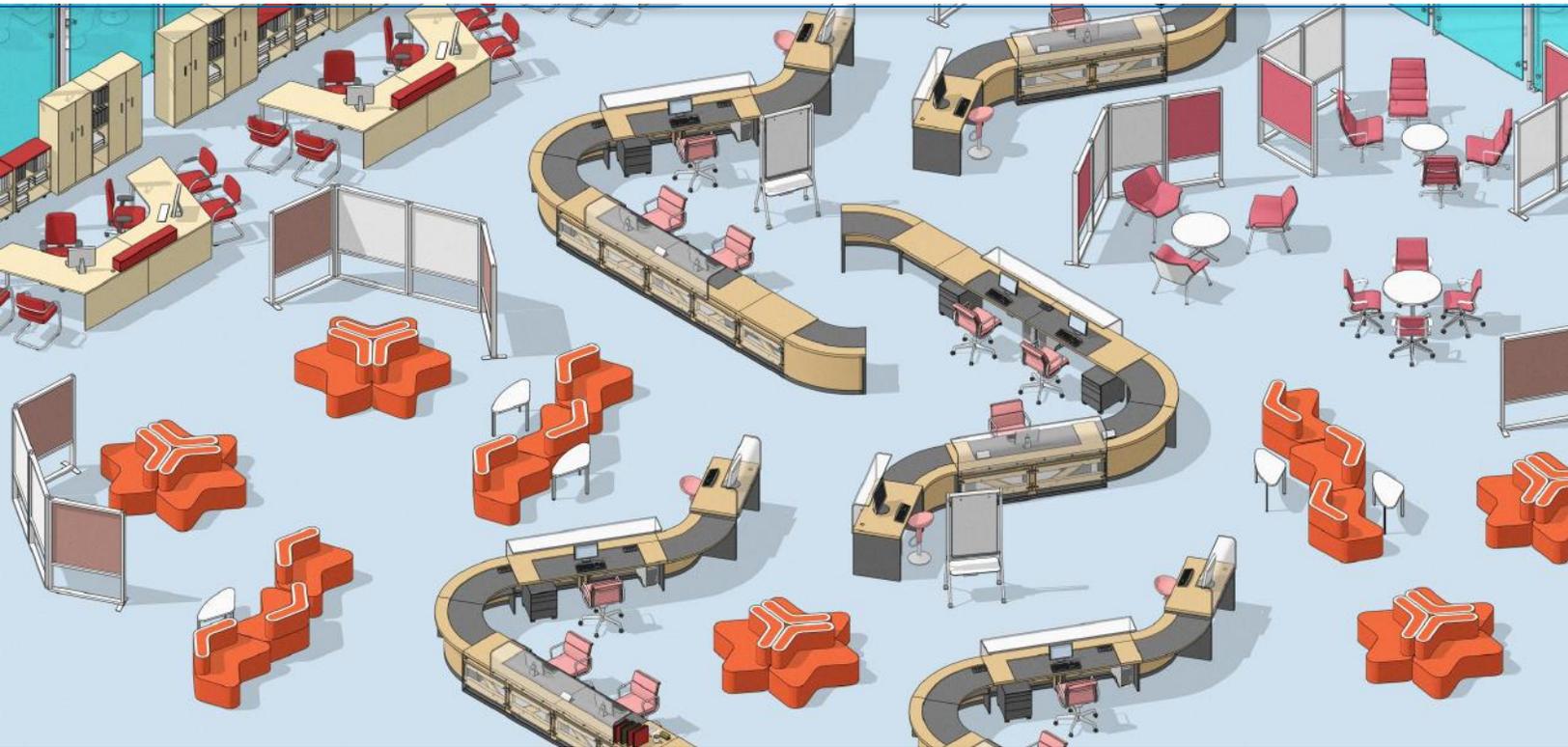
MARKS &  
SPENCER

ASTON MARTIN

VOLVO

FCA  
FIAT CHRYSLER AUTOMOBILES

DAIMLER



## Learning Resources

 [SketchUp Blog >](#)

SketchUp's blog hosts our latest written content.

 [SketchUp TV >](#)

SketchUp's official YouTube channel.

 [SketchUp Campus >](#)

SketchUp's formal learning platform.

## Connect with us

