

# **Design and programming control of a 3DS MAX model for the business office of FPT Thai Nguyen Joint Stock Company**

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**Abstract:** This topic focuses on designing and programming 3D models in the 3DS MAX environment to support the brand management and promotion activities of FPT Thai Nguyen Joint Stock Company. The main objective is to create a visualization system to enhance customer attraction and improve the effectiveness of information communication. The research method combines 3D design theory with practical implementation to ensure the high applicability of the product. The expected result is the construction of a professional 3D system that helps the FPT Thai Nguyen business office become more modern and competitive in the local market.

**Keywords:** 3D Design, 3DS MAX, Visualization, Business, FPT Thai Nguyen