digital frontier

Digital Frontier

Digital Frontier is a world leader in marketing and creative concept visualizations. Combining a strong focus on innovation in the VR/AR and technology fields with more than 20 years experience in the burgeoning China market.

Digital Frontier has the knowledge and insight to boost your visibility in any market.

Its Chengdu base and mix of local and international talent which combines global knowledge with local expertise, enable **Digital Frontier** to deliver design innovation and responsive service combined with marketing capability.

Digital Frontier utilizes cutting edge technology to bring complex designs to life through 3D, 360° footage and VR imagery. **Digital Frontier's** suite of products will help the client evaluate and sell designs before they are built, with rapid iterations, accurate lighting analysis, and high-impact visuals and animations.

Digital tools such as Virtual Reality, Augmented Reality, and other visualization display products, are an excellent way to communicate a creative design, process, product or idea to end users and market stakeholders.

Whether you are an architect or property developer, a creative agency, food and beverage manufacturer, educational enterprise, tourism provider, hotel chain, or one of the hundred other client profiles we work with - we will reach your market in unique and highly significant ways.

Digital Frontier has made connections and established relationships around the world. Over 30,000+ completed projects have been in a diverse and eclectic array of industries.

Solutions and Experiences

What is the secret of selling more property? Simply being able to spend more time with the prospect.

Those are crucial minutes for your business – instead of a value judgment being made in an instant, you have that extra time to get the person engaged in the benefits of your presentation and your project. Allowing your silent AND vocal salespeople the chance to communicate your ideas.

That is what **Digital Frontier** interaction is all about; **Prospect Glue**.

Get your potential client glued to the spot for those vital extra minutes to make a difference in understanding your project – understanding that leads to more sales.

Interactive VR & AR

VR Building Information Models
Construction Walkthroughs

Solutions

- **Enhance your ability to showcase your property and design and increase the understanding of hot prospects via full virtual immersion leading to faster sales.**

Experiences

- Walkthrough, open doors and cupboards, turn on lights, open the fridge, cook a meal even.

- Views from windows – walk out onto the balcony and look around.

- Think theme parks without the cost of building. Think sports stadiums where you always get the box eat.

- Think shopping malls without the crowds. Thinks hotels without the queue at reception.

- Think apartments where you can wander around, open doors, turn on the stove or the taps. Think immersing yourself totally in a whole new visual world.

VR is one of the most powerful tools available to a property developer to sell a property regardless of where the buyer is located – it brings your buyer into your property – and seeing is believing and believing is buying.

Solutions

Save time, save travel costs, save organizational nightmares, save your sanity by being able to sit in the comfort of your own office and take a stroll through the Building Information Model (BIM).

VR allows a full immersion in the BIM model long before the construction has been started and long before problems are usually found.
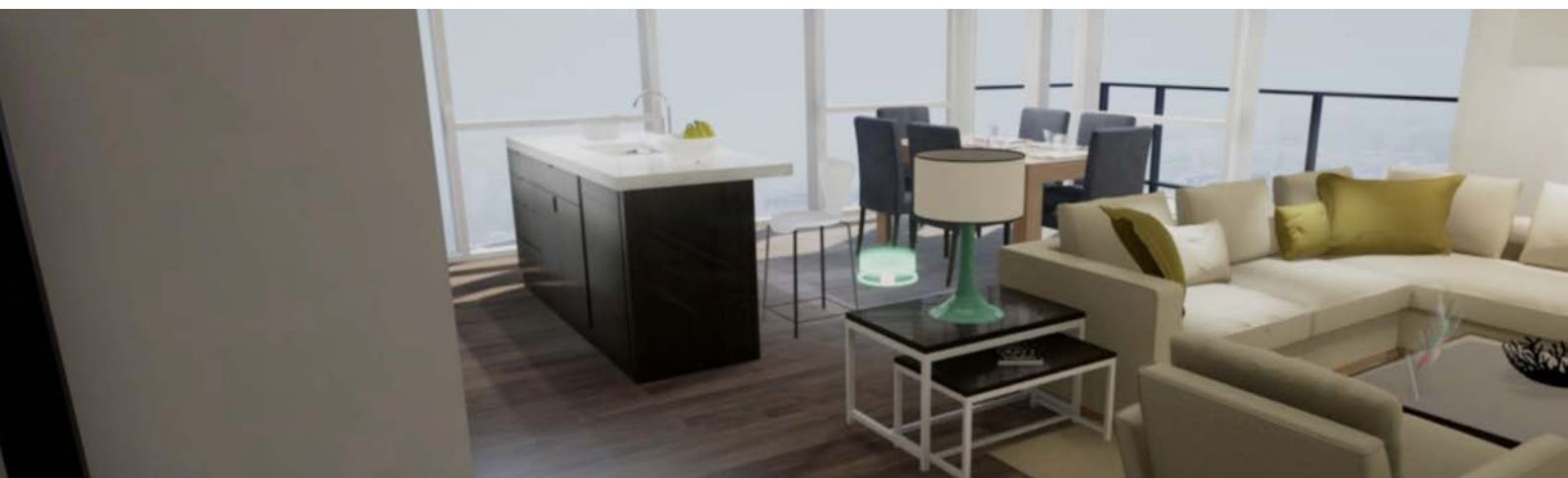
Experiences

Architects, engineers, services designers all contribute to a BIM model. The BIM model is a tool that speeds up the integration of all the services that a building needs to operate.

Digital Frontier has developed a VR BIM "Construction Walkthrough" Tool. Now you can walk through the building long before it has been built and inspect how the various pieces fit together.

This not only saves the travel costs but it speeds up the construction drawing process AND the inevitable delays in the actual construction of the building.

Saving time, money and hassle has got be an attractive proposition.

Property Sales
Targeted Apps

Architectural and Property Sales
Animations/Architectural Perspectives

Solutions

You are here and your prospective buyer is there. Sound familiar?

How do put your sales suite in front of someone who is looking for you but is too far away to see you. How do you reach someone who wants to buy but is on the other side of the world?

Digital Frontier Interactive Apps (Apartment Builder & Room Builder) brings your buyers closer than if they lived next door – and that means an expanded marketplace and buyer pool, and that means faster sales, more sales and better results all round.

Experiences

Let's face it – people love to play – forget about growing up – we all still yearn for sitting in the sandbox with our favorite toy.

Digital Frontier looks constantly for ways to get people to interact with presentation material. That way YOUR clientele stays engaged long enough for you to create the right relationship – which adds up to more sales at your end.

Interactive means giving your clientele the option to play around – press buttons, pull levers and make things happen. The eye can take in a still image in around a millisecond and makes a judgment around a millisecond later – but an interactive presentation, whether it is a Smartphone App, an Interactive Perspective, an Interactive Model, or a Real-Time Animation, lengthens time itself by gluing the prospect to the chair for much longer. And that time is the time you get to make your case – sell faster, sell remotely and sell without even being there.

In today's competitive environment architects and developers need to be able to convey complex ideas fast and with stunning visual appeal.

Architects need to work with companies that can give voice to the vision of the idea.

Digital Frontier is just such a company.

Architecture is art – just as much as it is science – and **Digital Frontier** has the team of artists to turn your ideas into works of art based on the science of design.

Architects need to be able to win competitions with a fast turnaround of visualization material.

Working from the most basic material, **Digital Frontier** can produce visual presentations and animations that put your ideas and concepts in the forefront of the design judging panel.

We understand that you have little time and little information if you are going to be successful – that's why we can meet the most exacting deadlines and assist you to win competitions.

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Delivering Digital Experiences
www.WeAreDigitalFrontier.com