





# Property Developer – Digital Frontier Capability Presentation Visualization, Animation, Interactive Tools, Virtual and Augmented Reality





If you want to boost sales of existing or new product, you must be dedicated to refreshing the experience of your clients

**What kind of experience are you able to bring to your clients?**



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# Overview

For most consumers, the decision to make a purchase is made at both a rational and an emotional level.

Enhancing engagements is vital – every contact with the client is a chance to build a relationship. Real estate developers need to resonate with clients who choose with their heart as well as their head.

For almost any industry, the biggest marketing priority is increasing lead volume and conversions. To do this, real estate developers must make the guests stay as informative, engaging, and personal as possible.

For real estate developers experiential marketing solutions that utilize the latest in digital communications technology are becoming more crucial.

To be deployed in the buyers home, in the sales suite, in hotel function rooms, at “pop-up” events, and at major tradeshows, these solutions are designed to engage in a way that leave future buyers not only impressed and delighted with their experience, but uniquely informed about your brand concept and service offering.

**Digital Frontier’ s Fee Structure is guaranteed to be extremely cost-effective – our business model is designed to gain economies of scale – one studio for many products, and being based in a lower cost, but high technology environment (Chengdu China) allows us to meet pretty much any budget.**



Digital Frontier is a Production House and Marketing Agency with core strengths in 3 areas 3D Visualization & Animation Virtual & Augmented Reality Product & Service Marketing We bring strategy, built on experience, to enhance brand communication, and bring design to life.

We have one goal in mind: "Positively Boost Your Sales Revenue."



Who we work with



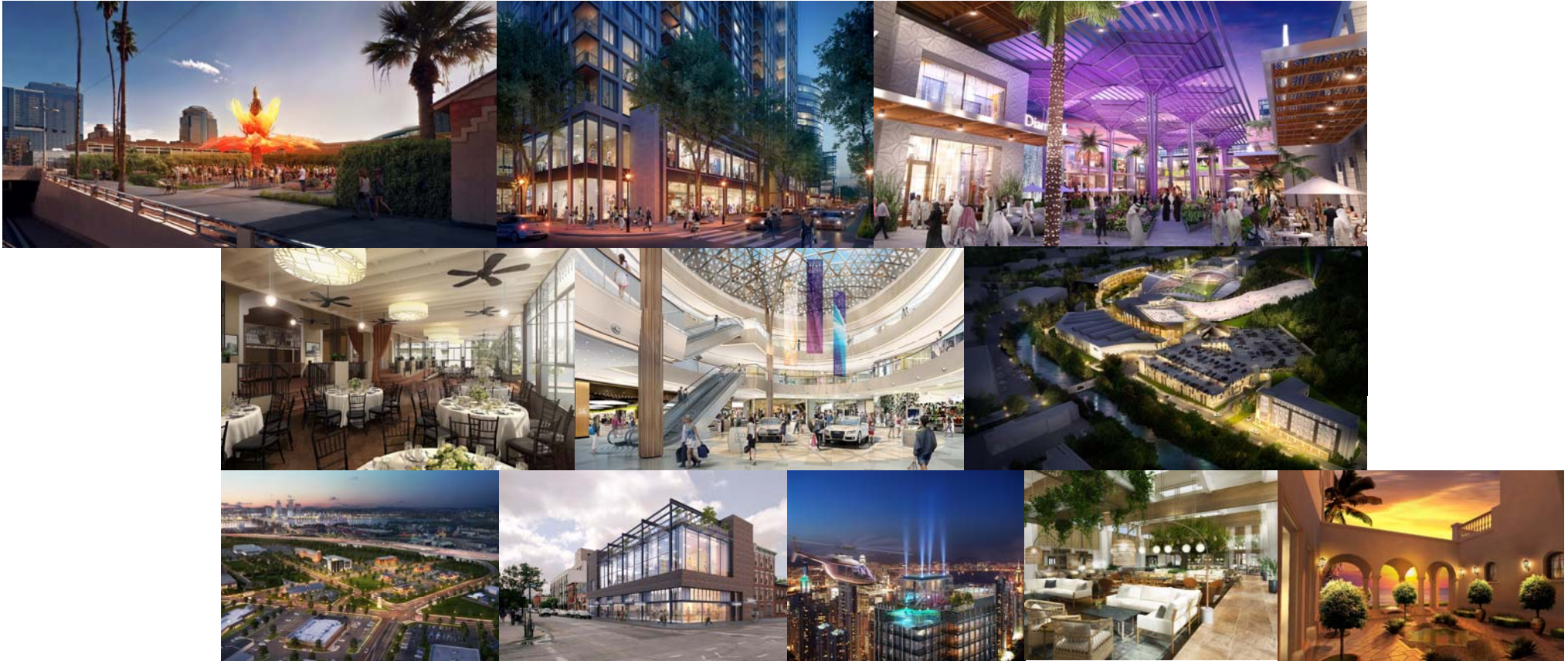
*And Many More – Over 30,000+ completed projects*

# Architectural Visualization Solutions





# 3D Renderings and Animation



## 3D Renderings and Animation



Boston Seaport



Brisbane Sky Tower

Click to Visit Digital Frontier YouTube Channel

<https://www.youtube.com/playlist?list=PLZA-2FpBsEZocFlrqgGGFPXjE8uxhsAZI>

# Interactive Media Solutions



# Interactive Touchscreen Application

- Hotspots are activated by tapping with the finger
- Different types of information to be shown
- Clients can explore the amenities around the development
- Text Info
- 3D CGI Animation Fly-throughs
- Animated maps showing transport routes
- 360° CGI Viewpoints

Follow link for Interactive Touchscreen Application sample:

[https://www.youtube.com/watch?v=1rsLvrA\\_iMY](https://www.youtube.com/watch?v=1rsLvrA_iMY)

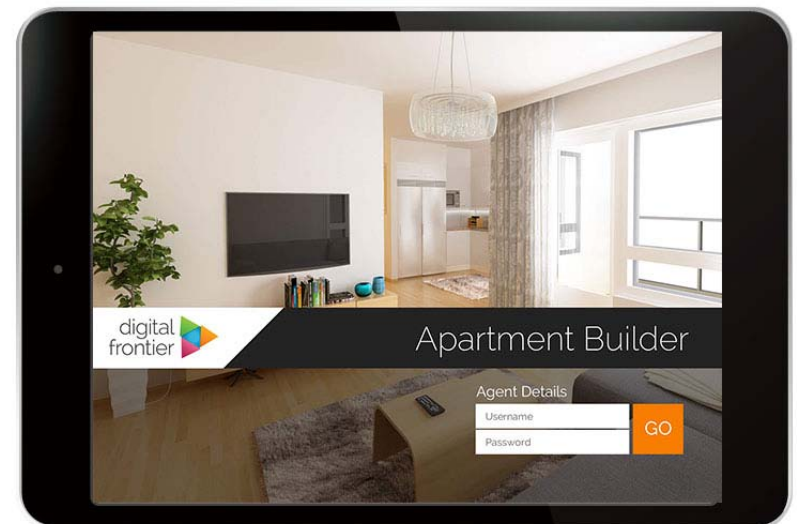




# Apartment Builder Application

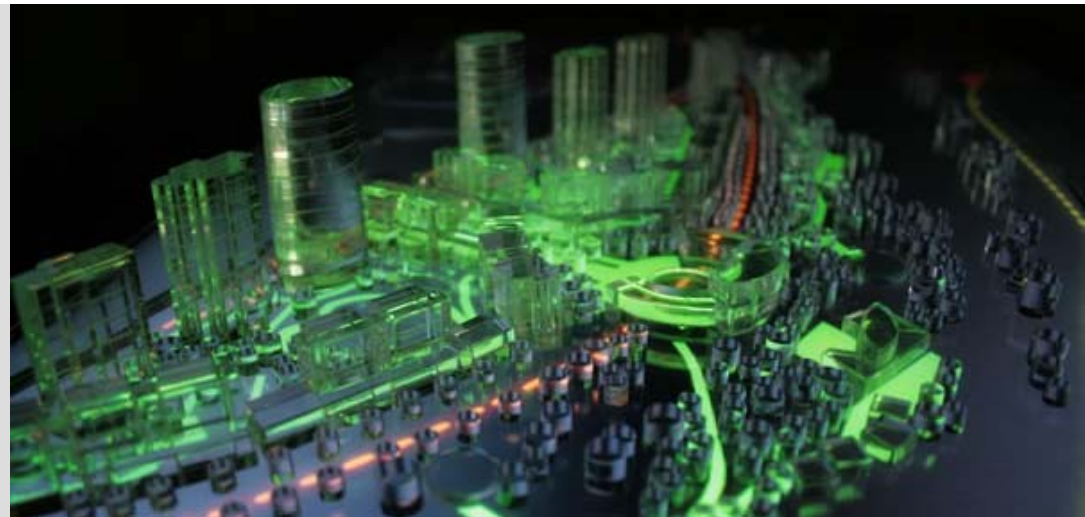
- Clever presentation medium and a very powerful selling tool
- Multiple schemes - interactive perspective technology
- Interactive floorplans
- Detailed information about development/apartment
- Pricing & reports
- Remote selling
- Multiple languages possible - if you are targeting investors in the booming Asian market

Follow link for Apartment Builder Application sample:  
[https://www.youtube.com/watch?v=B0JrG\\_4aOQQ](https://www.youtube.com/watch?v=B0JrG_4aOQQ)



## Super Active LCD Models

- A combination of an LCD monitor, stunning silicone dioxide crystal models and a fully-interactive multimedia display
- Communicate not only the scale of a project but all critical planning information
- Usage Footprints, Transport Routes, Building Envelopes, Landscaping Designs, Shadow Passage, Parking Areas and much more



# Virtual Reality Solutions



## Fully Interactive Virtual Reality Presentation

- Visit the amenities of the surrounding areas in virtual reality
- Present the highlights of the development
- Clients can decide what they want to see and is important for them
- Very useful in real estate to put the development into context



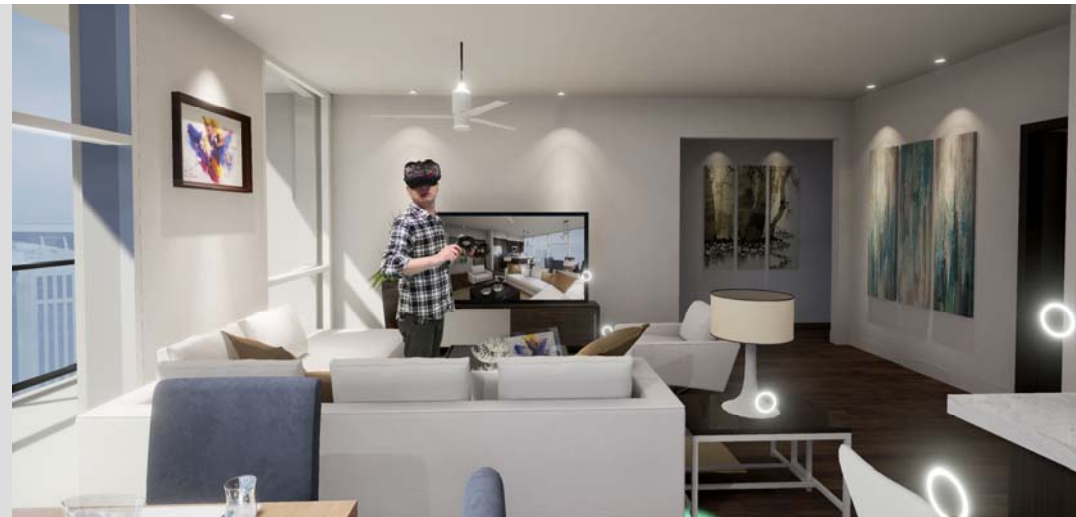


# Fully Interactive Virtual Reality Presentation

- Accurate model of the proposed development, textures, materials and precise lighting
- Model is coded to be fully interactive
- 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

Follow link for Virtual Reality Presentation sample:

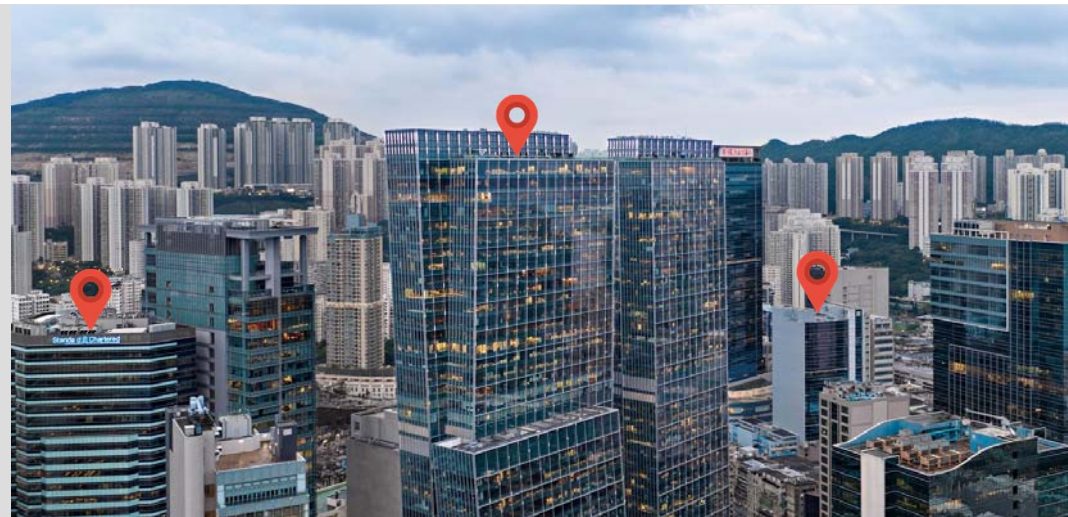
<https://www.youtube.com/watch?v=qE6OZ4y8USg>



## 360° Video

- Camera filmed environment
- Can be static or moving camera filming
- Interactive hot-spots can be added
- Soundtrack, voiceover; and screen and sub titles can be added
- Viewed with HTC Vive or Pico Goblin standalone headset

Follow link for 360° Video sample: <https://www.youtube.com/watch?v=XJgvuqhanps>



## VR Periscope

- 360° Video
- See multiple destinations through the periscope
- Unique footage from interesting properties from around the world
- Periscope will be mounted to the roof
- Customised periscope with HTC Vive headset



## 360° Panorama Tour

- 360° Panorama function
- Can be hosted on any server
- Interactive hotspots for audio and visual information
- Best used with Smartphone, Computer

Follow link for 360° Panorama Tour sample:

<https://www.wearedigitalfrontier.com/waldorf-astoria/>





## Virtual Building Hologram Model

- Displaying a virtual building model, as a hologram
- HoloLens technology from Microsoft
- View the physical model sitting on the table as if it were a hologram
- The experience is not only exhilarating but is extremely cost-effective and transportable



## Hologram Table

- Display digital models of cities or buildings as miniatures, with the ability to then zoom in down to single details
- Pick up objects and move them around
- Prepare holographic presentations to convey ideas
- Holograms can be projected up to 60cm high or appear to sink a meter into the table
- Load models from nearly all 3D sources, including design drawings, point cloud data, polygon models, laser scans, photogrammetry, and more



# Augmented Reality Solutions



# Experiential Marketing



## Virtual Reality (VR) and Augmented Reality (AR)

Experiential Marketing tools keep clients engaged with your brand.  
Information is retained 300% better through VR and AR than traditional communication because users engage with an immersive environment.  
Create a memorable and meaningful experience for your guests with Experiential Marketing.

## AR Building Model

- KF professional female voice hosts the client
- Building model is AR marker and activates augmented reality functions
- Invite clients to explore your development
- Ask client-segment-specific questions in order to deliver a more personalized activation
- Physically lead the user along side of the building model, calling attention to special features as they visualize onscreen
- Can be linked to online information package





# Property Sales App

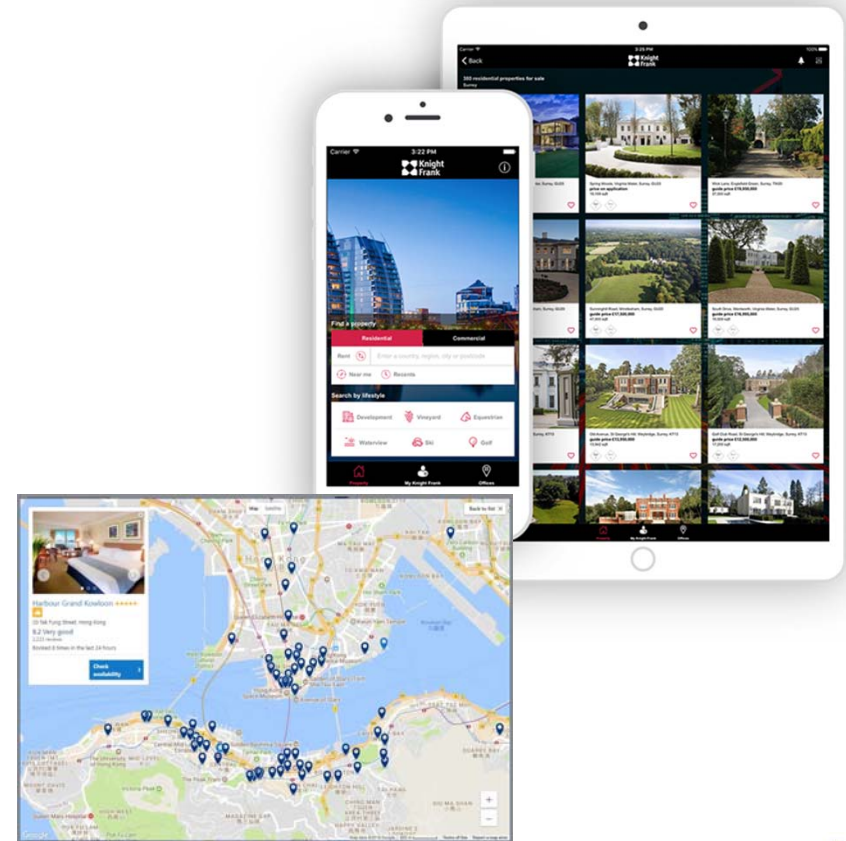
## The Property Sales App

A geolocation app that brings up the properties that are available in that area with a VR tour and all the information required for consideration – costs, availability, management fees etc.

The prospective tenant/purchaser can then drive around a particular neighborhood and view every thing that is available.

Prospective Tenants or Purchasers of the space can go through the VR presentations of the premises that best suit their requirements. By viewing a selection of the VR presentations and, then deciding which are suitable for the requirements, there is a huge saving in the time taken to show unsuitable sites.

- 360° Video with Hotspots
- 360° Panorama Tour with Hotspots
- Static 360° view points
- Animations



# Virtual Sales Suite + The China Connection



# Virtual Sales Suite

## Virtual Sales Suite

The **Virtual Sales Suite** is a powerful, turn-key solution for selling property off-plan.

It transports buyers to the future and lets them tour your completed project. They can explore furnished units, admire the view from the balcony, and feel the dimensions of the space around them as they walk around in Full VR.

It is an **impactful, memorable experience for the buyer** and gives customers the confidence they need to invest hard-earned cash on unbuilt property.



For More Information

<https://wearedigitalfrontier.com/virtual-sales-suite/>

# The China Connection

## The China Connection

The **China Connection** is simply the key to adding value to property sales – accessing the vast amount of money that is being poured into the western property market, by high-net-worth individuals, looking to secure a beachhead abroad.

**Digital Frontier created the ‘China Connection Package’ to help you sell your property in China.** Tapping into the extensive networks built up over the past 20 years, we bring levels of sophistication to selling your property here by knowing who to talk to and where to go.

These ‘China Connection Packages’ are all designed around the ‘Virtual Sales Suite’ product – a combination of different technology tools that allow for remote sales of property.



For More Information

<https://wearedigitalfrontier.com/china-connection-for-property-sales/>





*By working together we can show that innovation is the key to success in generating business.*



# Thanks



[www.wearedigitalfrontier.com](http://www.wearedigitalfrontier.com)