



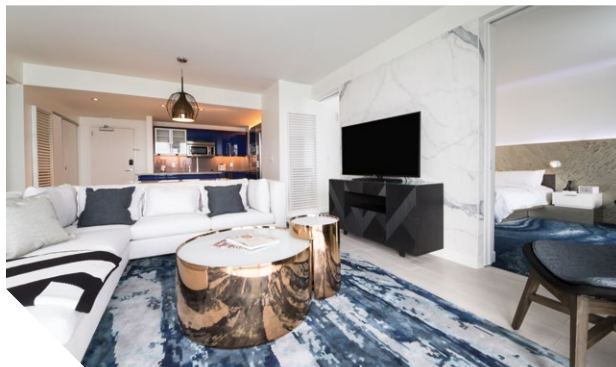
Imagine That

FROM TOP:
A "Magic Table" at the center of Fisher Island's "Immersion Room" delivers an interactive, multi-touch workshop experience for brokers and buyers; virtual views of the kitchen and living room areas inside the W Residences.

NOW YOU DON'T HAVE TO WHEN IT COMES TO YOUR NEW RESIDENCE, BECAUSE DEVELOPERS ARE OFFERING TOOLS THAT ALLOW YOU TO TOUR YOUR POTENTIAL FUTURE HOME WITHOUT DOING MUCH MORE THAN ROLLING YOUR EYES.

The future has arrived for homebuyers. That's because virtual reality is actually becoming—or has become—more than just a concept, thanks to developers who are integrating technology into their sales strategies, including virtual reality experiences of preconstruction projects. "As a real estate sales director for 25 years, I can tell you firsthand that you have to constantly be on top of what the latest advances in technology are," says Dora Puig, director of sales and marketing at Palazzo Del Sol in Fisher Island. "It's evolving at an almost daily and certainly exponential rate, so what worked for sales last year or even last month might be outdated today. In order to stay competitive in the industry, you have to constantly evaluate communications models and the psychology of each segment of your potential buyers and be cognizant of what point in the sales process they are in. Technology doesn't make for a one-size-fits-all approach." For example, Puig explains, a certain demo might be more receptive to social media marketing versus traditional print advertising, or a combination thereof. The important thing is to find the right balance to communicate."

One way to do that is with high-tech tools such as the one devised by the developers of Palazzo Del Sol: Sapiient Nitro's "Island Immersion Room," which creates an environment within the sales center that surrounds buyers with the essence of Fisher Island. At the center of the room is a special interactive table—the "Magic Table"—developed to deliver a new kind of multi-touch "workshop" experience for brokers



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and buyers. In all directions, ultra high-definition video walls bring floor plans, island photography and renderings to life. The entire experience is based on gesture control, including the ability to swipe photos directly from the table onto the surrounding walls. “Ninety-nine out of 100 people who walk in gasp audibly at what an amazing experience it is,” says Puig. “There is a lot of information on the building and island to cover, so walking through it in the Magic Table room first has proven to be very effective in orienting people before touring the island and building—which is now complete—in person. The response has been overwhelming, and no doubt other developments have begun to imitate us with varying degrees of success. We would even get other developers shopping our project just to see how well we were doing it.”

Elsewhere, “Now”, a new application jointly created by Fortune International Group and the creative agency DBOX, has been developed for buyers around the world to showcase the true-to-scale dimensions of the Sunny Isles Beach luxury condo Jade Signature. What makes this app unique is the high-tech imagery you view of the finished unit when the residence itself doesn’t actually exist yet in real life (only 30 out of 57 floors of Jade are actually off the ground). In comparison, most of the products used by competitors are just panoramas of static images taken of buildings that are already built. Because so much of the market for luxury developments in the \$10 million+ range is usually found overseas, it’s imperative for properties in preconstruction to have the same amount of visual access.

The groundbreaking app was developed to sync with everyday products—namely, a Samsung S6 cell phone and a headset—and is easy to configure. The main difference between it and other VR goggles is that this app offers a photorealistic outlook of the space

Buyers can virtually experience the true-to-scale dimensions of Jade Signature in Sunny Isles Beach using the Now app, which syncs with a Samsung S6 cell phone and headset to allow its user to roam about the space while remaining stationary.



while users remain stationary, only moving within their viewpoint by focusing on places with their eyes, a concept called “tracking” that can best be compared to the street-view function on Google maps. Without losing the realistic effect, potential buyers can navigate a residence freely (i.e., go up stairs, look outside, move through rooms). The experience is completely high-resolution 3-D.

Meanwhile, The Residences at W Fort Lauderdale offers buyers the opportunity to test out W360, a rendering application from RelatedISG. With the property undergoing a comprehensive renovation to the 147 luxury condo residences, along with the hotel’s expansive public spaces, amenities and guestrooms, W360 gives buyers a glimpse into the reimagined space via an app created by RelatedISG that allows users to tour the property from an iPhone or iPad. Users physically move the device 360 degrees to explore different areas and can zoom in for a closer look.

Similar to the virtual reality technology at Jade Signature, Oculus Rift is another virtual reality goggle that allows users to “tour” preconstruction, while Home61 is a tech-enabled brokerage that brings automation and transparency to the residential real estate experience. Technology enables easy scheduling of viewings, anytime access to notes and analytics and a streamlined contractual process for buyers and renters as well as sellers and agents, and arguably, it’s safe to say that this is only the beginning. ■