Building Memories of the Future

A coordinated approach to media production & experiential tours for residential property.

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Next-Generation Visualisation

A smarter way to visualise property
Over the years, the property sector has adopted well developed methods of visualising new developments. However, the production of digital media is but one facet of the often complex engagement process that underpins the key stages of planning, design, marketing & delivery.

In an increasingly sophisticated world, where the udience for new property has an increased expectations around the quality of engagement, we advocate a more holistic approach to visual production that offers greater flexibility.

A coordinated production pipeline
Amongst the advantages of this approach, is the ability to derive high quality interactive & immersive experiences from the same base assets that are used to produce high-end CGI and animation sequences for film. We are uniquely placed to produce virtual environments that can be easily deployed on a smart device, touch-screen or our full-scale immersive system, the Reality Portal™.

The Benefits of Scalable, Coordinated Engagement

By creating a centralised set of visual assets, we can increase your audiences' understanding and improve communication by providing content that closely aligns with the requirements of your engagement. At each stage of the development cycle, the appropriate layer of realism and functional interaction can evolve with the following benefits:

- Increase audience awareness
- Reduce decision time-frames
- Accelerate design cycles
- Improve brand engagement
- Improve sales performance
- Optimise cost of production & deployment

Traditional forms of media, such as CGI and video remain a key component of any end-to-end engagement process; but on their own, no longer solve the more complex issues relating to stakeholder dialogue. This approach offers maximum flexibility in addressing different presentation scenarios and meaningful integration with a variety of digital platforms.

Real-time virtual environments

We can create environments as a fully interactive experience which also supports a highly efficient process for publishing visual media across different platforms.

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Interactive Virtual Environments

The value of centralised assets
With traditional media production, digital assets are often produced in a way that fulfils the need of a single-stage audience engagement with one or two outputs. This limits the ability to re-use and adapt the assets for use at different project stages to accommodate regular design iteration, and the different types of engagement scenario being addressed.

A resource that evolves with the project
Our approach is to develop a single environment at the heart of the engagement strategy, so that ongoing requirements can be addressed more cost-effectively with a centralised set of digital assets. By focusing effort on accurate virtual representations of entire spaces, we can support a range of high quality outputs from the earliest stages of a project through every major decision gateway and stakeholder interaction.

Introducing 65 Davies Street:
Explore using Streamline

Begin your Experience

Real-time

Remote Viewings & Online Virtual Tours

Our online solutions enable detailed virtual environments to be presented remotely without the need for specialist graphics hardware.
We can deliver high-fidelity virtual tours of any type of property using the latest streaming technology. This technique provides a convenient, centrally hosted version of your virtual development, which can be activated using a simple link which will initiate a server-side session that can be viewed and controlledn through a standard web browser.

Accessible viewing
This offers a highly flexible way of distributing an interactive walk-through that provides the flexibility offered in a standard virtual reality experience, without the accompanying complexity in set-up.

Meaningful interaction
Any functionality that has been developed within the base environment, will directly translate to this form of online tour. As well as the standard options to navigate around the exterior or within the interior of a property, it is also possible to enable various forms of real-time interaction with the space. This includes provision for the configuration of available design options and the overlay of information, such as specification of equipment and finishes

View Example. ⟶

Virtual Reality Scalable Interaction

The successful use of virtual reality in the property and construction sectors requires an understanding of your audience and the goals of communication.

The creation of a memorable virtual reality activation requires two things: an approach that acknowledges the logistical aspects of delivery along with a competent approach to addressing functional elements of user experience.

Our experience addresses the importance of application design that ensures high quality environments are competently blended with functional elements. Our design process allows the interaction to be appropriately curated or selfguided by the user as required by the nature of the engagement.

The coordinated virtual environments that are produced can then be adapted for use on different devices - such as different headset models or on regular A/V displays and large format projection systems; such as our Reality Portal™.

CGI

Our experienced team of digital artists can create accurate and emotive photorealistic imagery all the way from the earliest concept to final detailed designs.

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Computer-Generated Architectural Images

Great images don't just happen. They are the result of an iterative process that aligns understanding of your vision through expert artistic direction. Our experienced team of digital artists create accurate and emotive photorealistic imagery from the earliest concepts to final designs. We believe the key to producing dramatic and seductive imagery lies in understanding the following:

- The relationship between the architecture and the surroundings
- Establishing narrative, focal points & colour palette
- Technical details and references to realism
- The desired emotive response
- Symmetry & composition of elements

In summary, we establish your aims for each view early in the process and compose them in a way that best answers the points noted above.

Breathe life into static images
By combining the expertise of our film team with those of our digital artists, we can increase the value of CGI by adding motion to bring a space to life. This can be through subtle movement that draws the viewer into the image or by applying a 'cinema-graph' technique that adds movement to key details.

360° CGI

Immersive 360° Views

Immersive 360° views can extend the value of CGI production by enabling lightweight virtual tours to be deployed via a standard web interface.
As the easiest and most compatible means of providing an immersive experience of computer-generated environments, the 360° view offers an efficient output that places the viewer at any fixed location.

These views can be derived from either a traditional CGI workflow or our coordinated production pipeline, where real-time environments can be used to quickly generate multiple viewing positions.

Increased immersion with motion & audio
As an effective means of elevating the impact of your engagement, we can utilise our expertise in animaiton and audio design, where elements of motion can be added to bring each scene to life. These subtle additions can help to draw the eye to specific features and convey the intended activity of the space. The addition of spatial audio is a very cost effective means of engaging the senses and further enhancing the experience for the viewer.
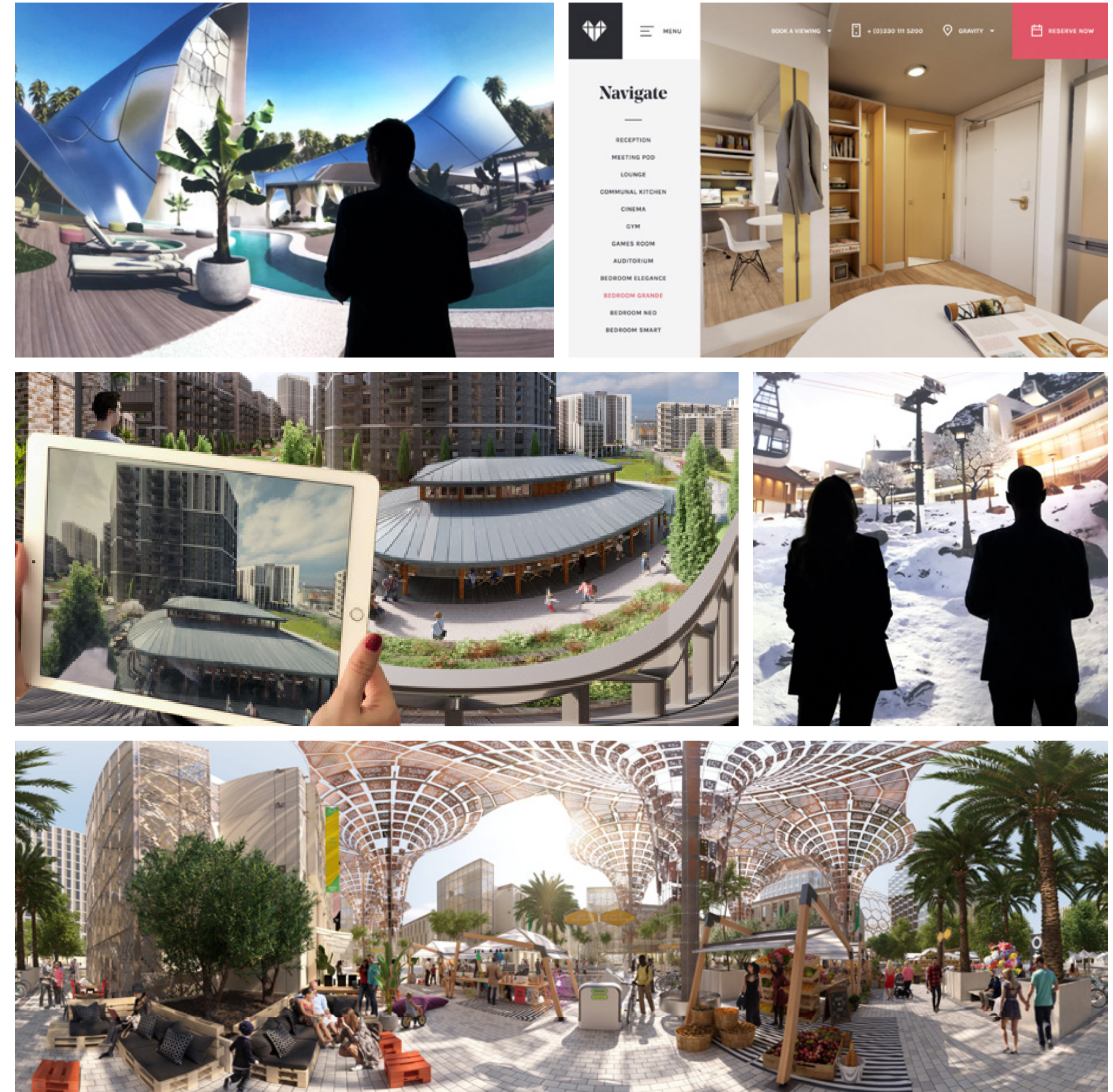
Film

Our film team can direct and produce footage in a range of formats and have experience in everything from 360° aerial filming to 16:9 interviews.

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Creative Film Production Video Editing & Audio

The creation of film content starts with a cohesive pre-production process that aligns your brand narrative, service definition and creative ideation.

Concept design & storyboarding
The first stage establishes the core threads of narrative around which the visual elements are developed. ollowing an exploration of creative approaches, a storyboard is prepared,refined and agreed ahead of commencing production.

Film capture
Our team of film makers organise and direct high quality film shoots that cover everything from aerial footage, lifestyle, architecture and interviews.

Motion graphics
Our motion design team can develop unique graphical styles aligned with your brand and overlay various effects and details to supplement high-quality footage produced through both film capture or computer-generated animation.

Editing & audio design
Our film production team are experienced in bringing together various media styles to create compelling final broadcast quality presentations with professional audio tracks and visual effects.
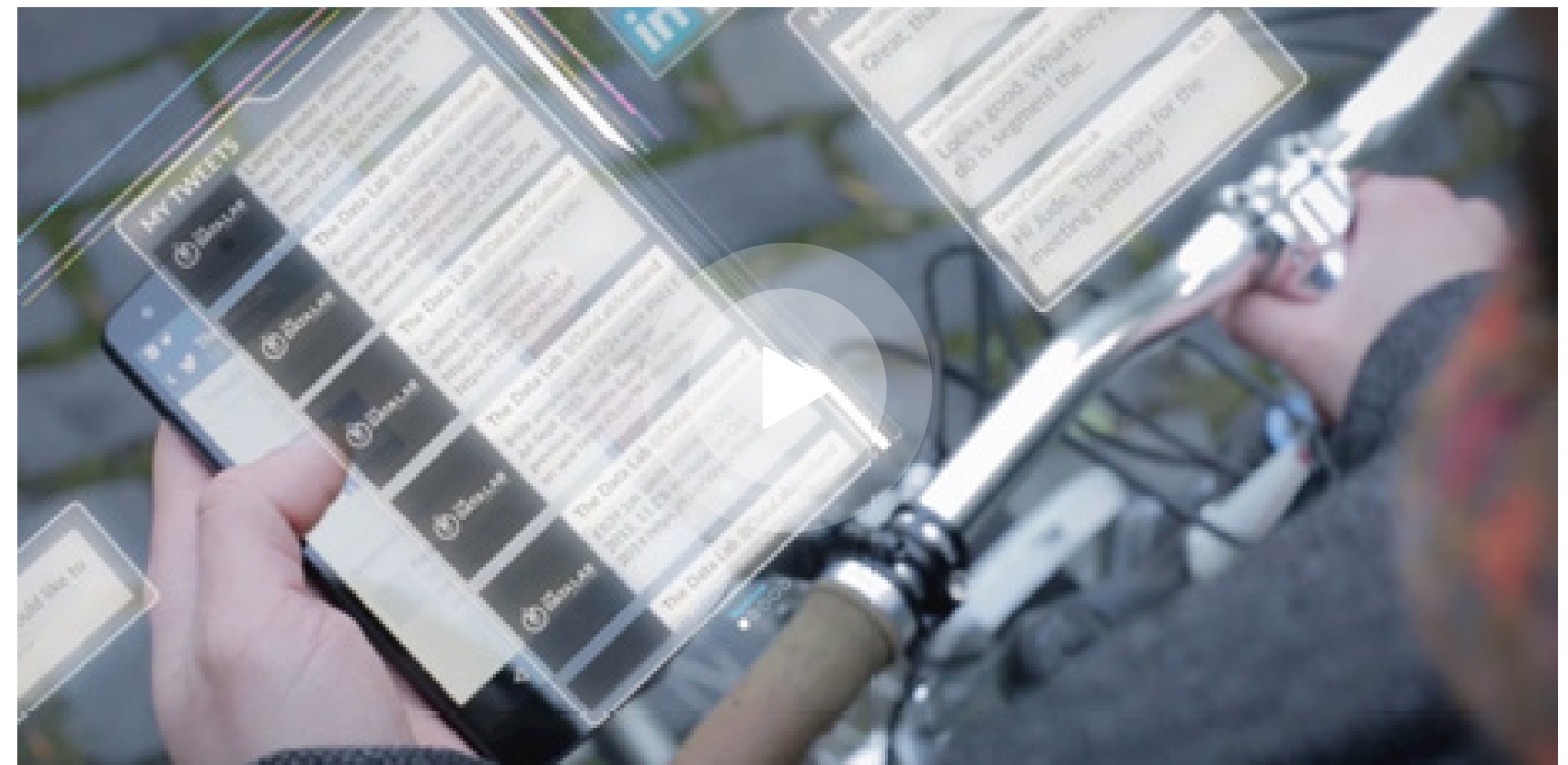
Ui Ux

Our approach focuses on defining the optimum user experience before building the required functionality & integrating the various forms of interactive media available.

See inside a Smart student apartment at Leeds the Edge

TAKE VIRTUAL TOUR

The Grande Duplex Floorplan

SEE MORE

PREVIEW 3D MODEL

See inside a Elegance student apartment

Our standard, well-designed studio apartment

3D MODEL

MAGIC DOOR

What's included

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Swipe the screen

Mobile Ui Ux

Interactive Mobile Applications

A comprehensive user experience focussed approach to interactive application design and development across multiple platforms.

Creating mobile applications requires careful consideration of the intended engagement and desired interaction with the target audience.

Intuitive interfaces
Our user experience team lead the design process of all interactive applications, ensuring all functional aspects are easy-to-use and match the visual quality of all included media and virtual spaces.

Virtual & augmented reality activation
We are uniquely placed to provide a range of purposeful model activations, such as immersive virtual tours and augmented reality activation at various scales.

Sales integration
Our team can enable specific can integrate and connect with most major sales and CRM systems. This provides the ability to directly capture enquiries and user account details, as well as enabling synchronisation of key property information including availability & cost.
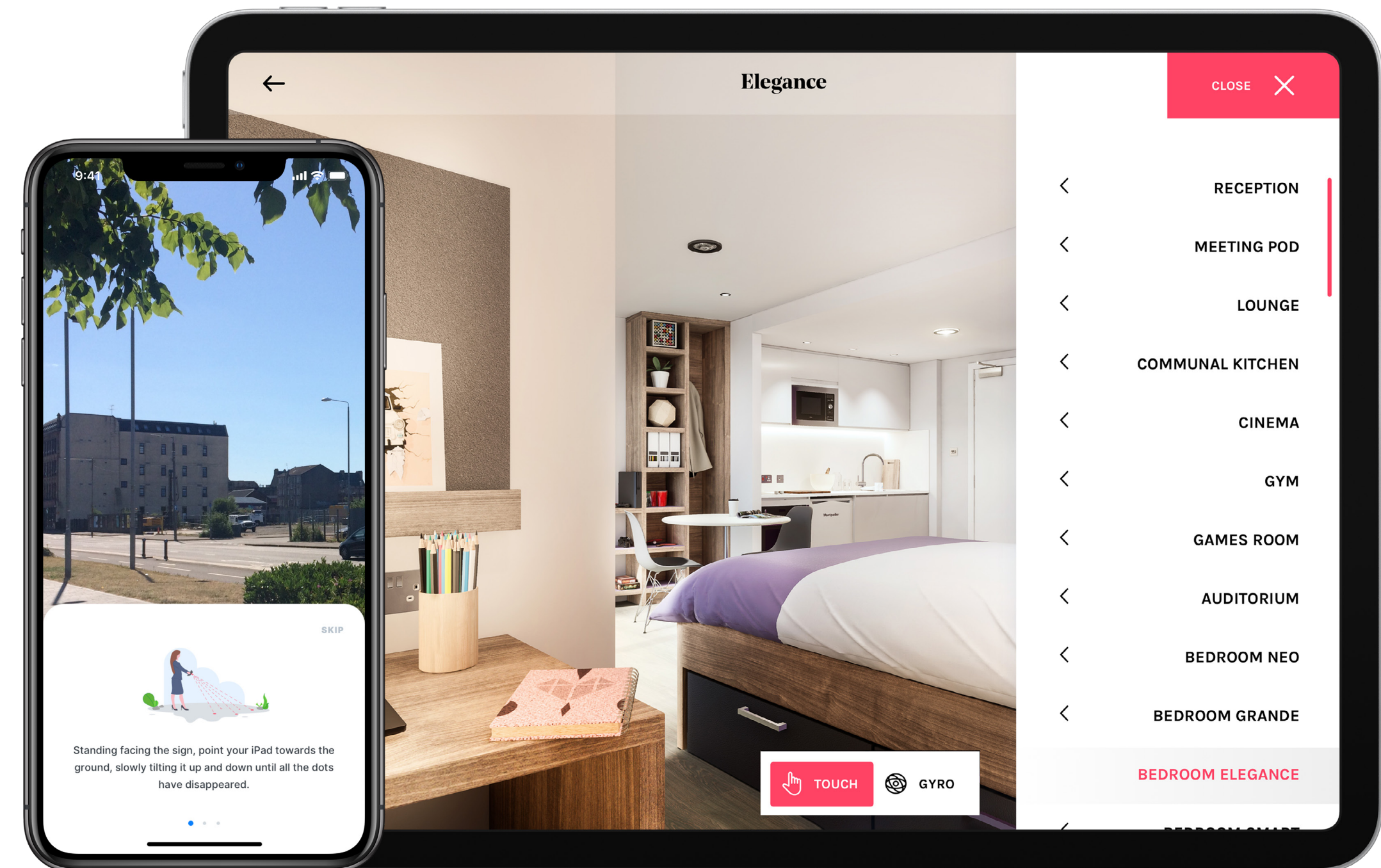
Mobile Ui Ux

Interactive Sales & Leasing Platforms

Experience the efficiency of a coordinated digital marketing strategy using our property sales platform and integrated visual media activations.
Our interactive sales platforms provide a consistently scalable method of providing enhanced prospect engagement and connectivity to key sales data.

Intelligent visualisation
By leveraging the benefits of a coordinated production pipeline, the visual elements can be organised within an intuitive interface that enables the development branding to be overlaid on a robust toolset that provides access to site models, virtual tours and media galleries. These elements are intelligently linked to provide a comprehensive narrative with accompanying sales data available in the context of the site, building, floor or apartment.

Multi-platform interfaces
Our specialist teams can create permanent installations for marketing suites using touch-screens or personal computers, as well as mobile devices for maximum portability.

With many years experience in delivering experiential visualisation for digital marketing suites and remote sales engagement - our team has the expertise to deliver a system that communicates the unique features of your development.
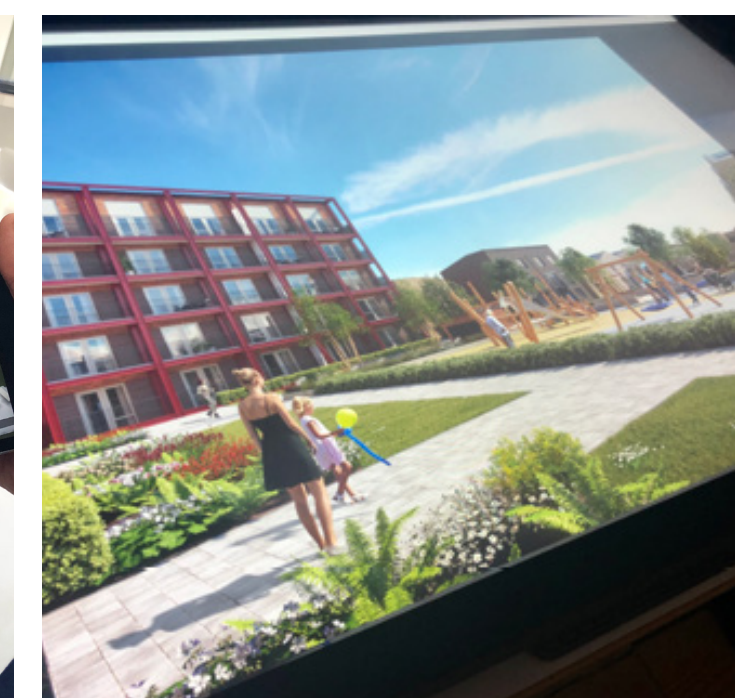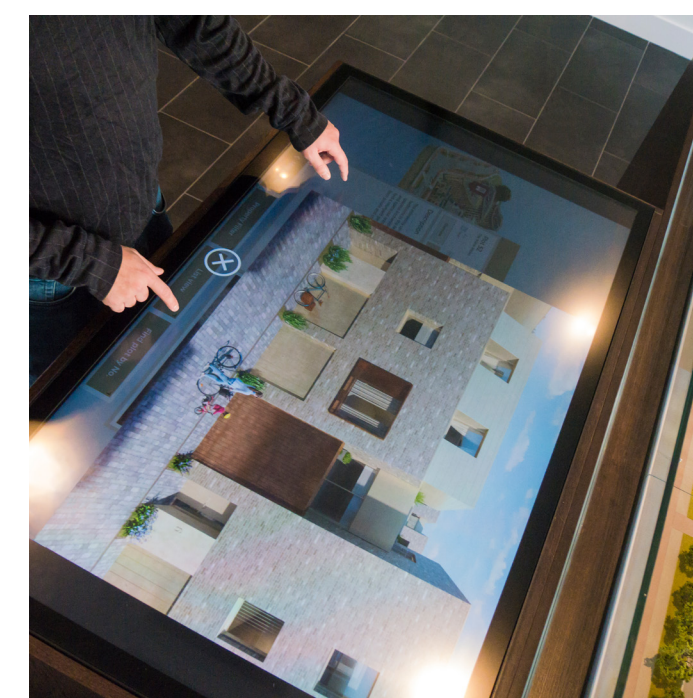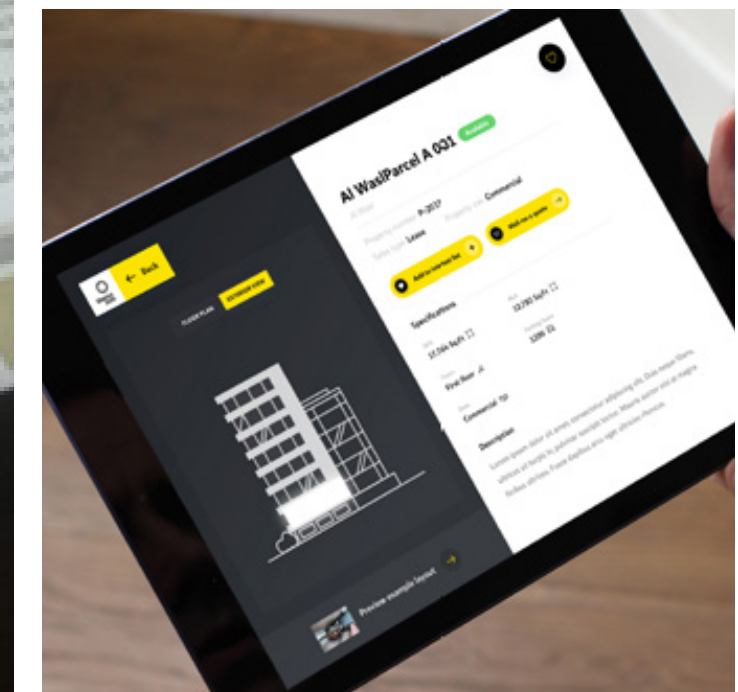
Imaginative Design Graphics for Print & Digital

Our team of designers can produce creative graphical solutions that can be applied across all facets of traditional print media and digital presentation.

This capability enables brand guidelines to be blended with specific project and product information to generate inventive visual representations that can be equal parts eye-catching and informative.

The added versatility of our motion design and user experience teams, provides a broader basis for this creative design work to be used as the basis of motion graphics for film, as well as custom designed elements that provide the user experience touch points for our extensive range of interactive applications.

Alongside all of the graphical elements for digital media and interactive experience design, our graphics designers create eye-catching layouts, professionally designed documents and stunning presentations.
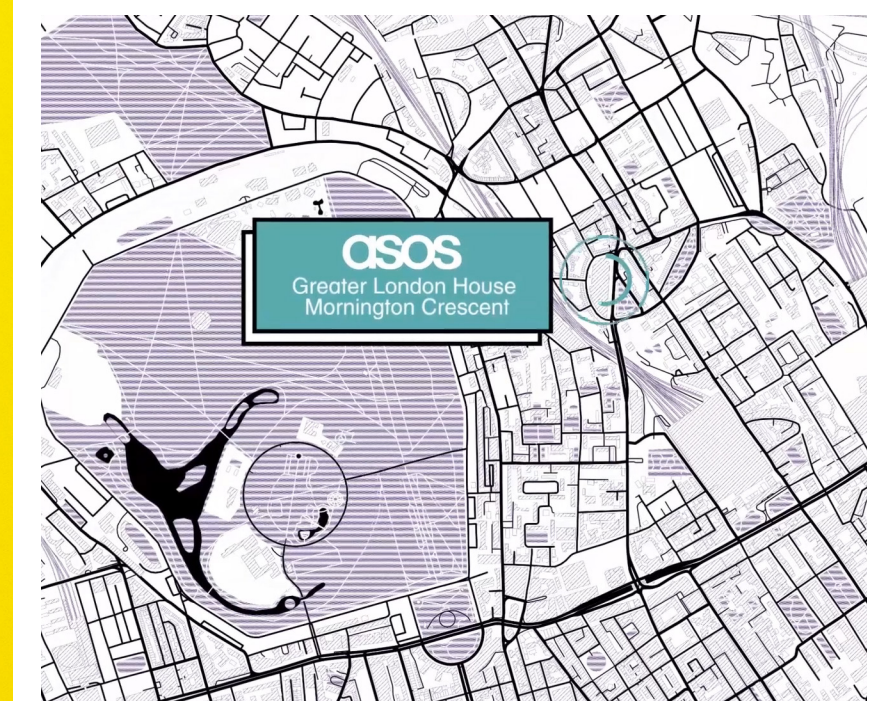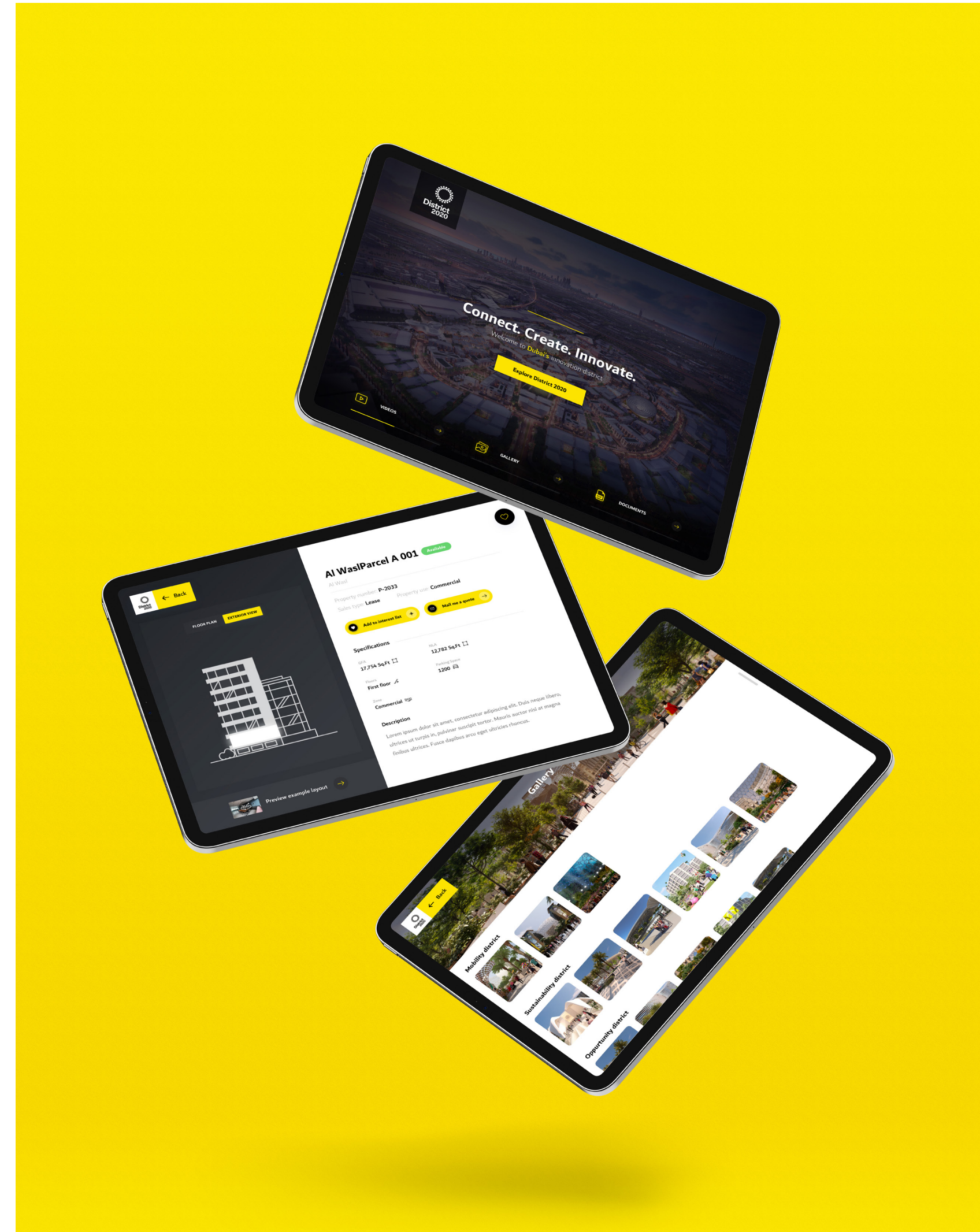
Tech

Experiences are better when they are shared. We enable the latest technology to allow you to bring any interactive media into the real world.

Immersive Virtual Tours

Our Reality Portal offers an unparalleled immersive experience that allows you to propel your audience directly inside full-scale virtual environments. The display screen has been designed to offer a realistic perspective for any form of review or presentation, and is compatible with most standard model/media formats.

Stunning visual representation
Besides offering a cinema quality experience, the main aim of the system is to facilitate meaningful dialogue amongst select groups. Any representation of physical space can be reviewed from a central location. Early design concepts, immersive films, high quality virtual environments or reality captured data of existing property can all be reviewed in full-scale without the need for headsets or 3D glasses.

Workflow process compatibility
The Reality Portal comes in a range of sizes and performance specifications to suit any situation and provides the ultimate audience experience. This offers an effective platform for an inclusive project review process, sustained marketing engagement or a high-impact presence at any event, exhibition or consultation.

Architectural Models

Provide a physical dimension to your engagement with accurate 3D models that can also be used as an innovate way to control interactive media.
Physical models can help to intiate a conversation and anchors the dialogue in the real-world using accurate scale models of concept masterplans, detailed building designs and product prototypes. These models can be printed using the very latest 3D print technology, hand-crafted with a variety of representative materials; or using any combination of these approaches.

Multi-platform media integration
These models can be connected to various interactive platforms such as digital touch-screens and our immersive viewing system - the Reality Portal™. This allows a screen console or mobile device to access contextual information relating to the model, such as the availability of residential plots or commercial office space. This can be directly connected to control the display of coloured lighting that clearly highlights relevant parts of the model.

Augmented reality overlay
By utilising the latest object-tracking technology, the physical models can be enhanced with additional layers of digital information. This can include virtual buildings, landscaping options, place/street names, space identifiers; as well as any number of visual enhancement: such as vehicles, furniture, people & clouds.

Tech

Next Generation Marketing Suites

Integrating next-level visual engagement that improves prospect experience and drives sales performance.
The modern marketing suite offers an experiential interface that redefines offplan selling and provides an effective means of personalising the sales journey.

Integrating various elements of visual media and appropriate software platforms within a digitally enhanced space, creates a more cohesive visitor experience and is proven to improve sign up rates.

We have a broad range of options available to cover all sizes of development, using an implementation process that focuses on user experience to determine the optimal blend of media and interactive installations.

We can cover everything from digital brochures, interactive touch-screens, digitally enhanced physical models and full-scale immersive virtual tours.
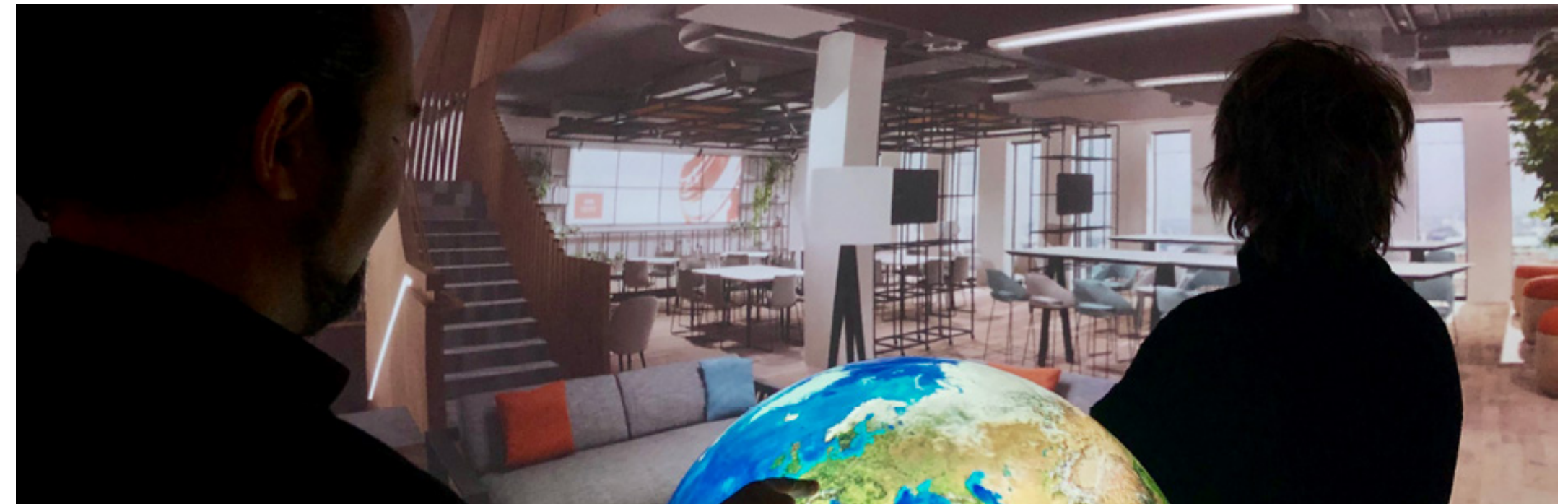
Collaboration / 3D Modelling

BIM Process Compatibility & Project Model Workflows

Offering a collaborative approach to visual development that harnesses the benefits of digitally driven process and project models at every stage. We believe in the efficiency of utilising centralised project design models as the basis of a coordinated production process. This allows us to provide output that supports the corresponding levels of engagement as the project progresses, allowing each stakeholder communication to be addressed more effectively.

We maintain compatibility with current industry modelling software and defined standards that ensure additional value can be leveraged from these assets through the ongoing visual engagement cycle. Our team are able to incorporate and optimise models from all major vendor platforms and industry transfer formats, which provides a consistent starting point for our coordinated visual production pipeline and the various associated outputs.

Our philosophy is to work openly and collaboratively with all parties to drive efficiency and value into the visual assets being generated while supporting a project from start to finish.

Make the right impression with your next engagement.

Determine the optimal process to engagement on your next project and find out how other major brands have successfully adopted this coordinated & scalable approach.

Our team of creative & technical specialists will be able to help with the exploration of possibilities, and our user experience team can help map out the anticipated audience journeys to ensure that any proposed solutions match the intended outcomes. By adopting a more efficient approach to traditional digital media production, the benefits of experiential visualisation fall easily within reach.

Where the right blend of immersive and interactive engagement platforms can deliver meaningful dialogue between key stakeholders and enable effective forms of remote presentation where physical contact is limited.

Contact us when ready and let us take your engagement to the next level.

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Building Memories of the Future.

We craft compelling visual experiences beyond the boundaries of imagination that leave a positive, lasting impact.

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