



Original source of content: www.unrealengine.com

AEDAS Homes

SELLING HOMES REMOTELY USING VIRTUAL REALITY

The leading housing developer in Spain, AEDAS Homes owns enough land to build 15,000 homes in the nation's key markets, including the beautiful coastlines of Málaga, Mallorca, and Alicante. And relies on InfinitySet to sell them abroad.

Buying a new home is all about trust, and typically requires a face-to-face conversation between the real-estate advisor and client at the showroom.

AEDAS' leadership is eager to stay at the forefront of emerging technology

and promote a culture of innovation. As part of this effort, they appointed José Luis Leirós as Director of Innovation just over a year ago. Leirós has a background in technology, and an entrepreneurial flair. Leirós' first idea, to install multiple cameras in

a showroom and stream live from there, was quickly rejected due to cost and functionality reasons.

"Then I came up with an innovative approach: combining a 3D model of the development with an advisor in a green chroma," says Leirós. "I imagined a live video call where the real-estate advisor would chat with you while walking around the virtual home and the amenities. This had never been tried in our industry."

The Live project started with a 3D visualization of Vanian Gardens, selected as the pilot development, created by the architectural visualization studio Areadesign. Next, AEDAS relied on InfinitySet, Brainstorm's virtual set and AR



solution, which features a number of innovative technologies including TrackFree, a patented camera-tracking independent technology that can be used in combination with integrated internal chroma-key software or external chroma-key hardware. Also, thanks to its Combined Render Engine with Unreal Engine. InfinitySet made possible for AEDAS to display a photorealistic, real-time travel around the houses with a presenter perfectly integrated in the 3D render of the scene,

InfinitySet runs on eStudio, Brainstorm's own render engine, but also supports third-party render engines, such as Unreal Engine, that can work in combination with eStudio. It was this aspect of the technology that was leveraged for Live. Once the model is optimized in Unreal Engine, it also works seamlessly within InfinitySet when using the Combined Render Engine.

"InfinitySet is the hub that makes all pieces come together," says Miguel Churruga, Marketing and Communications Director at Brainstorm. "InfinitySet takes the chroma-keyed camera feed of the talent, adds it to the 3D background,



and applies all of the camera views and movements that are created in the system in real time. The result is a final composed production, which can be streamed to the end user."

The result is a unique application that enables clients to talk live with a professional real-estate advisor and ask any questions they may have about floorplans, pricing, and options. The experience is much more profound than browsing a website or watching a 360 virtual tour, and the reaction from clients has been overwhelmingly positive.

"Every single client ends the tour with a big smile," says Leirós. "We are hoping to create an emotional

connection between clients and our products. Chatting with the advisor is what matters, the technology is just a new way of carrying the message."

"The advisor is realistically integrated in the 3D model, which has never been seen before in the property development sector. Customers do not require any to install or drive any 3D software, VR glasses or any other device, they just open a link on your mobile, iPad, or computer, and you're all set."

José Luis Leirós,
Director of Innovation,
AEDAS Homes

