

# LOOKING GLASS VIRTUAL WEB APP





# DESIGN WALKTHROUGH FOR EVERYONE



TRULY UNDERSTAND WHAT THE REAL SPACE  
WILL BECOME FROM ANY DEVICE





## CLIENT VIRTUAL WALKTHROUGH

Looking Glass transforms architectural drawings into an interactive 3D space for the client. Clients truly understand what their future space will become by moving through virtual 3D designs from any device, at any time. Easily communicate design vision with unlimited design reviews, free renderings, and realistic environments. Clients identify problems and show off future space through design and construction.

# WHAT IS LOOKING GLASS?



# DIFFERENTIATE YOUR COMPANY

Replace the renderings line item on your bid with unlimited renderings, more features and similar costs to win more jobs. Sell new projects with virtual technology by immersing clients in past jobs. Architecture, Engineering, and Construction (AEC) industry companies stand out versus the competition during the sales and quotation process.

RENDERINGS:



## CONSTRUCTION DRAWINGS ARE DIFFICULT TO VISUALIZE

Clients aren't able to understand plans, sight lines, design visuals, or distances between furniture and spaces from 2D drawings. Design misunderstandings become expensive.

## PHOTOREALISTIC RENDERINGS TAKE TIME & MONEY TO CREATE

Design teams are busy and it can take months for prioritization of fly through videos or multiple rendering shots. Moreover, the client doesn't get a visual of installed specifications until after approval, leading to excessive change-orders and addenda. Traditional renderings timelines don't align with keeping projects on deadline.

## CLIENT REVIEW MEETINGS SLOW THE DESIGN/ BUILD PROCESS

Project managers must schedule many meetings between the client and design team for design sign off. Misunderstandings occur when clients aren't looking at the most up to date drawing or if they don't understand what the space will truly look like when built. Projects are delayed because client wants to make constant changes.

# PROBLEMS TO CONSIDER

**ANYONE CAN EASILY EXPLORE  
REALISTIC VIRTUAL SCENES  
WITHOUT DIRECTION OR  
TECHNICAL KNOWLEDGE**

Clients don't need to download or learn how to use any complicated software. View from any device at any location.

**EVERYONE CAN CREATE  
PHOTOREALISTIC RENDERINGS  
FROM ANY ANGLE OF COMPLETE  
DESIGN SCOPE**

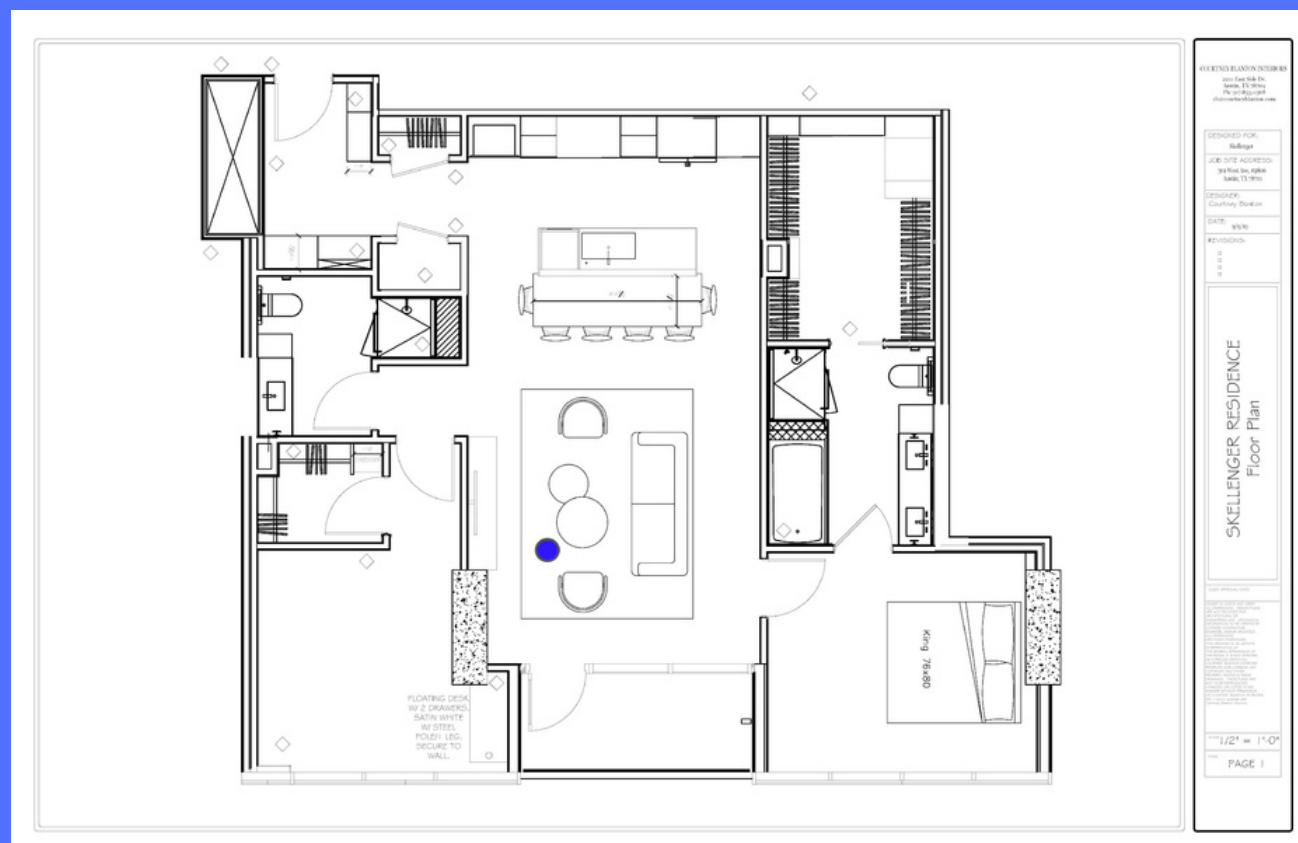
Clients can take virtual photos or animations of the 3D space on their own with the snapshot tool feature.

**QUICKER CLIENT DECISION  
MAKING, REDUCING THE NEED  
FOR CONSTANT MEETINGS**

Clear communication with visual support eliminates misunderstandings of 2D drawings, specification swatches, and dimensions/sight lines. The architect designers have more time for design with reduced change orders. Simply upload your 3D space from Revit, BIM, or CAD, using the upload feature through our SaaS.

**WHY IS THIS  
A GAME  
CHANGER?**





## CONSTRUCTION DRAWINGS



## LOOKING GLASS CLIENT DRIVEN INTERACTIVE WALKTHROUGHS



# FEATURES



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LOOKING GLASS

VIEW SIGHT LINES, CREATE  
BEAUTIFUL RENDERINGS,  
MEASURE SPACES, SHOW ROOM  
DIMENSIONS, AND CLICK TO  
TELEPORT

47"

8'0"

01

02

03 —

## Precise Measurement

With our multiple ruler tools



# FEATURES



## CLIENT COMMUNICATIONS

One communication platform for all. Invite all project stakeholders to work in one platform, resulting in slashed time spent finding emails and documents. Integrated chat and video conferencing.



## DESIGN CONTROL

Have more control over design ideas. Let the client experience your design in a fully controllable immersive environment. Design sign-off is easy.



## REPLACE FTP/ FILE SHARING

All your projects, documents, pdfs, revision notes, specifications, client comments, and renderings in one place.



## REDUCED DESIGN TIME

Reduce design time and budget by at least 8%-10% with less revisions and change orders.



# FEATURES

## DEVICE AGNOSTIC

Anyone can view on any web browser, downloadable desktop app, virtual reality (VR), and/or augmented reality (AR) devices.

## HIGH FIDELITY VISUALS

The Looking Glass was created to bring photorealistic 3D visualizations and a more detailed planning and immersive experience.

## REDLINE MARKUPS/ NOTES

Redline markups with commenting and notes are available in real time. As a result, you and/or your clients can mark up the virtual space and save notes on the platform in real time.

## SAAS UPLOAD TOOL

3D models from Revit, CAD, 3Ds Max, Blender, and other 3D rendering software platforms can be easily transferred for an interactive experience.





# CLIENT PORTFOLIO

- Industrial
- Office Space/ Tenant Improvements
- Apartments & Condos
- Commercial Buildings
- Residential Housing
- Multi-Purpose Buildings
- Hotels & Rental Properties
- Churches
- Modular Homes
- Events and Tradeshow
- Custom Renderings



# COMPETITIVE ANALYSIS

Competitors have complex downloadable software platforms targeted to internal architect designers. Looking Glass is different because it is a simple web app, targeted to the architecture team and their communication with the end client. It is a live web application (no download) that allows for reduced 3D design work from internal or external design teams

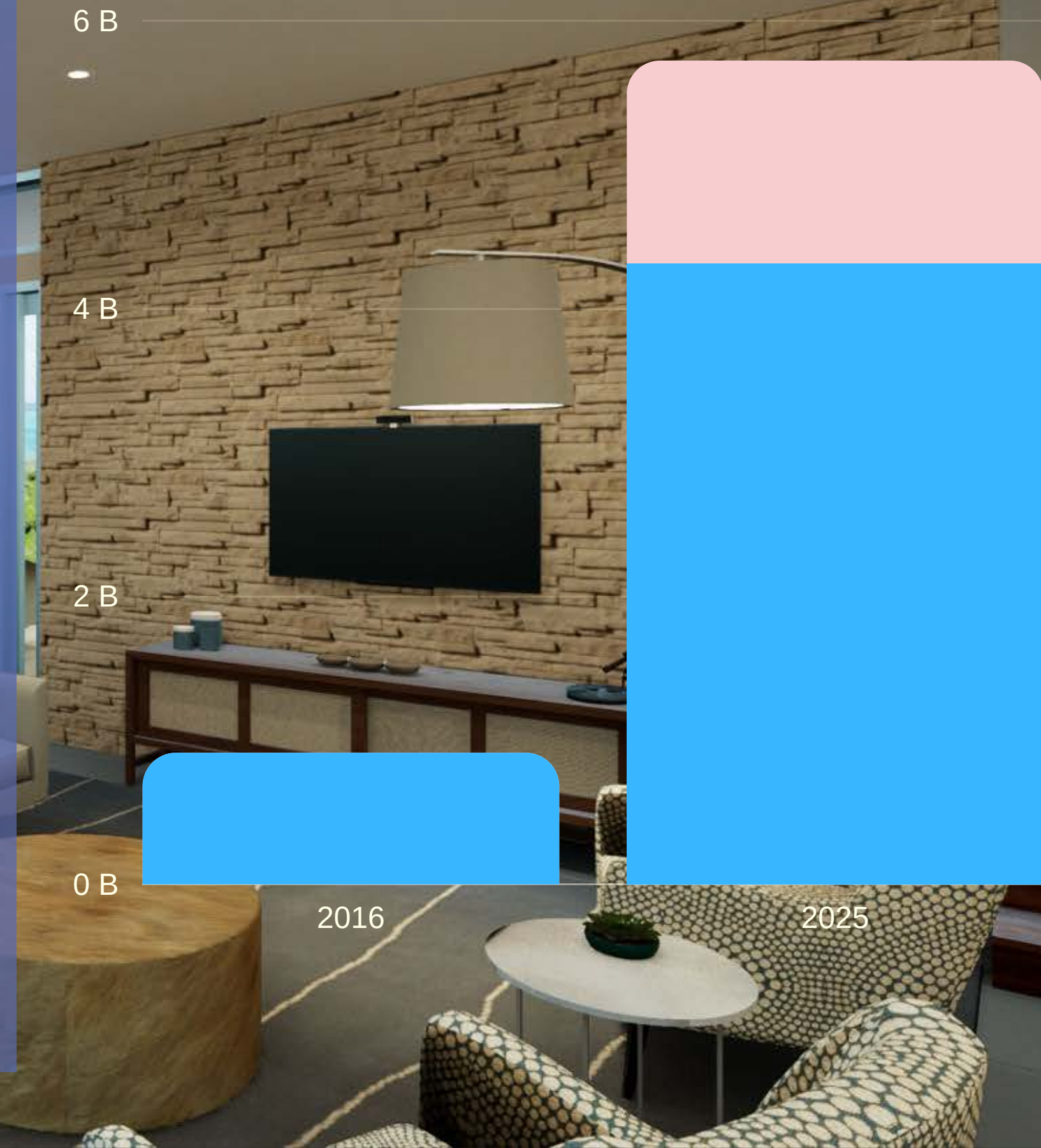
Looking Glass Competitive Analysis					
Features	Another Reality Studio	IrisVR	TheWild	3DRepo	Unity Reflect
Quickly communicate errors and approvals	✓	✓	✓	✓	
Web interface for notes, storage, and tracking of approval processes. Everything is located in one place: documents, notes, specs, questions, change requests, visuals, etc.	+				
Load 3D files for immediate VR	✓	✓	✓	✓	
Immediate web based, desktop, and mobile solutions alongside VR	✓		✓		
Multi-user experiences with voice	✓	✓	✓	✓	
Multi-user experience in VR, and video and chat for experiences on all other platforms	+				
3D files support	✓	✓	✓	✓	
Upload your own files for instant client response through SaaS feature	+				
Optimized for performance	✓	✓	✓	✓	
Retains realism for improved client visuals and understanding	+				
Basic VR support	✓	✓	✓	✓	
Support Windows, Windows VR, Mac, Linux, web-based, mobile, standalone VR, and AR	+				
Immersive design review-annotations	✓	✓	✓	✓	
Immersive design review on all platforms	+				
Saves in a web interface for easy/ fast access with or without a headset	+				
Track all comments and approvals	+				
Immersive design review - measure	✓	✓	✓	✓	
Measuring tool saves across each use with on/off capability	+				
Immersive design review - layers	✓	✓	✓	✓	
Immersive design review - sun studies	✓	✓	✓	✓	
Collaboration: multi-user in VR	✓	✓	✓	✓	
Collaboration: multi-user in all platforms	+				



# MARKET GROWTH

## GLOBAL VISUALIZATION & 3D RENDERING MARKET SIZE

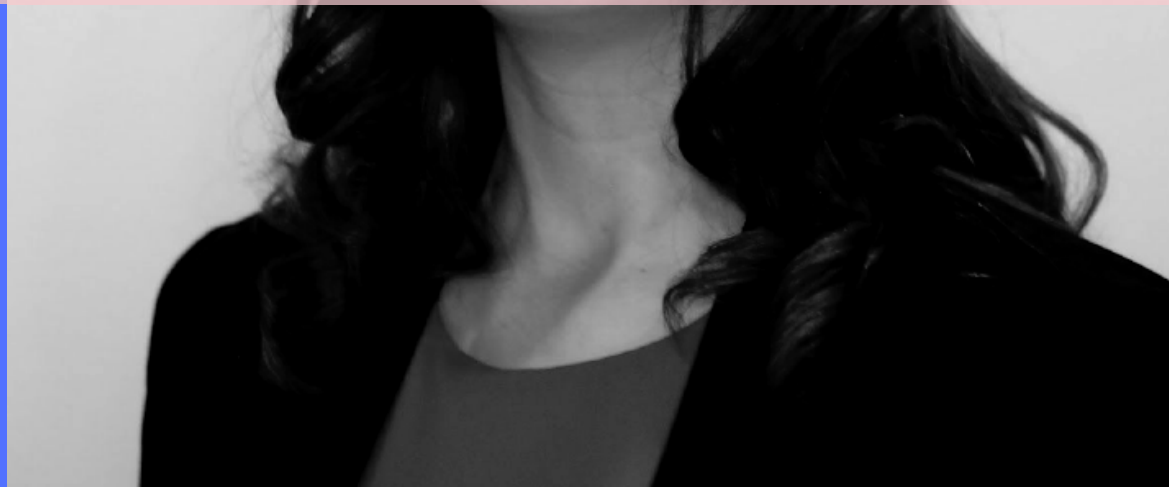
Projected to grow to USD 5.63 billion by 2025, according to Grand View Research. Progressing at a CAGR of 22.5% during the forecast period. Architecture, engineering, and construction are likely to account for over 25.0%







**DEVELOPER SKILLSETS**  
TRADITIONAL VISUALIZATION SERVICES, WEB  
APPLICATIONS, AUGMENTED REALITY (AR),  
VIRTUAL REALITY (VR)  
UNREAL ENGINE. UNITY, 3D MODELING, 2D/3D  
ARTIST AND GRAPHIC DESIGN, FULL STACK WEB  
DEVELOPMENT, ANIMATION, UI/UX, 3DS MAX,  
SKETCHUP, REVIT, AND HTML





**ANOTHER REALITY STUDIO  
CEO & FOUNDER**

Innovative and creative thought leader who  
brings new technology, project management and  
ideation to clients and industries

**BRAD  
MARTIN**





# MAURICIO

# ESPIN



## ANOTHER REALITY STUDIO CTO & CO-FOUNDER

Talented and creative developer in charge of R&D,  
who is a senior programmer that leads the ARS  
development team





# CONTACT US

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