

# Case Study

## 3D Virtual Walk Through of a Future Home Development

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### Project Overview

Another Reality Studio created an interactive 3D walk through on the web for a home builder, adding in proper materials and layout to show what their future home development would look like in real life. This virtual space was designed to be more than a 360 view of the environment (which couldn't be completed until after it was built). The view was built with interactive visualizations, material changes, and note taking ability to help the client and buyer communicate. Users have a photorealistic view throughout the walkthrough. (<https://youtu.be/iqDbYRUah1Y>)

### Key Features

- High Fidelity Visualizations
- Real time rendering and collaboration
- AR/VR companion apps are available
- Measure tool capability
- Users can click to teleport with arrow keys and mouse
- Integrated video conferencing and scheduling
- Redline markups with commenting are available in real time. Save notes in the platform
- Invite all project stakeholders to work in one platform with a shared drive, resulting in slashed time spent emailing and finding emails.
- View images and animations with integrated online meetings. Walk through the space together
- Integrated record meetings option and a section for questions and answers, accompanied by visual explanations
- One location for all documentation with ability to access construction documents to make revisions quickly.
- Manage all stakeholders and approval processes. Colleagues can be notified of changes and begin drafting the redlines made, all while the Looking Glass developers are revising the visualizations in tandem



### Challenges and Core Considerations

- Client operations required 3D visualization of the future space during multi-discipline design review for better understanding of the space to catch issues. The client marketing team needed a way to showcase the future development at a trade show with a virtual reality walkthrough of the future homes.

### Impact: The ARS Solution

- The ARS solution allowed the client to “move around the room” during design review to understand potential issues, toggle material selections, and find design discrepancies. Change orders were reduced before the final build, saving the client time and money. Potential home owners were blown away by walking through the future space at the trade show. The VR option assisted with the client selling process.

