



CASE STUDY

# Augmented Reality House Tour

AVRspot



**AVR SPOT**  
AR & VR experts



## Background

AR House is an augmented reality assistant for iOS and Android platforms that recreates lifelike experience of walking inside a real-sized house in any location, providing users a unique chance to visit the desired property without traveling miles away. Developed as a Real Estate solution it allows property owners to demonstrate apartments to their clients all over the world.

AR House app has been created by the AVRspot team as a showcase solution to demonstrate our expertise in developing augmented reality projects for Real Estate.

## Challenge

AR House would provide a highly realistic visualization of the property, where the user could place a real-sized house to a land, rotate, move, step inside and see each room as if in reality. The virtual experience of the walking through the rooms would resemble the real-life situation. Users could also see if the house they planned to build fits the particular land.



## Challenge

Users would use iOS or Android device and hold it in front of a place they want to see their house. By picking an area, you will be able to locate a property, enter it and have a walk inside.

AVRspot team was challenged to make this project look lifelike via attractive 3D design.



### Scope of Service

- 3D models creation;
- Unity Implementation;
- Quality Assurance.

### Tools and Technologies:

- 3ds Max;
- Substance Painter;
- Photoshop;
- Unity.

## Solution

AVRspot came up with an idea to implement augmented reality house that will allow people to check out the apartment in real time. As soon as users place a house in a land, they would be able to walk through it.



## How we did it

AVRspot team created a complete house that can be viewed in real space through your smartphone. Thanks to the 3D modeling techniques, our 3D artists have generated the realistic 3D models of rooms including walls, floor, ceiling, furniture, and decor to convey an unforgettable experience. AVRspot also used a backing technique to make a house look real and bright.

As soon as the 3D model of the apartment had been ready, AVRspot proceeded with Unity development and configuration.

A project can be viewed on mobile devices as well as laptops.



## Benefits

- ✓ Realistic view;
- ✓ 3D modeling techniques allow customers to view the house model from virtually any angle;
- ✓ The possibility to place a virtual house to a real land by moving and rotating the object;
- ✓ Possibility to “walk” through the apartment remotely;
- ✓ 3D visualization method is a great way to reduce the expenses and save your time.



## Results

Our highly experienced developers and 3D artists have managed to create an astonishing product that would introduce users to an augmented reality in Real Estate, eliminating the need of the physical presence of a person in a certain place.



## About AVRspot

AVRspot helps clients transform their businesses by providing virtual and augmented technology solutions.

We solve sophisticated issues with creative strategy and large-scale engineering. By applying design-driven prototyping approach in combination with proven project management techniques our highly qualified team delivers outstanding digital solutions and content to our clients.

Our team of experts provide AR/VR Consulting, Product Design & Implementation, and Usability Testing. Moreover, we have experience in cross-border collaboration and virtual teams.