Go to living room

King bed

23723 NE 181st St - Master Bedroom

With the Live Property Platform, Audax Labs revolutionizes the property-buying experience.

A Virtual Reality-based solution by Audax Labs transforms real-estate transaction experience for all involved parties
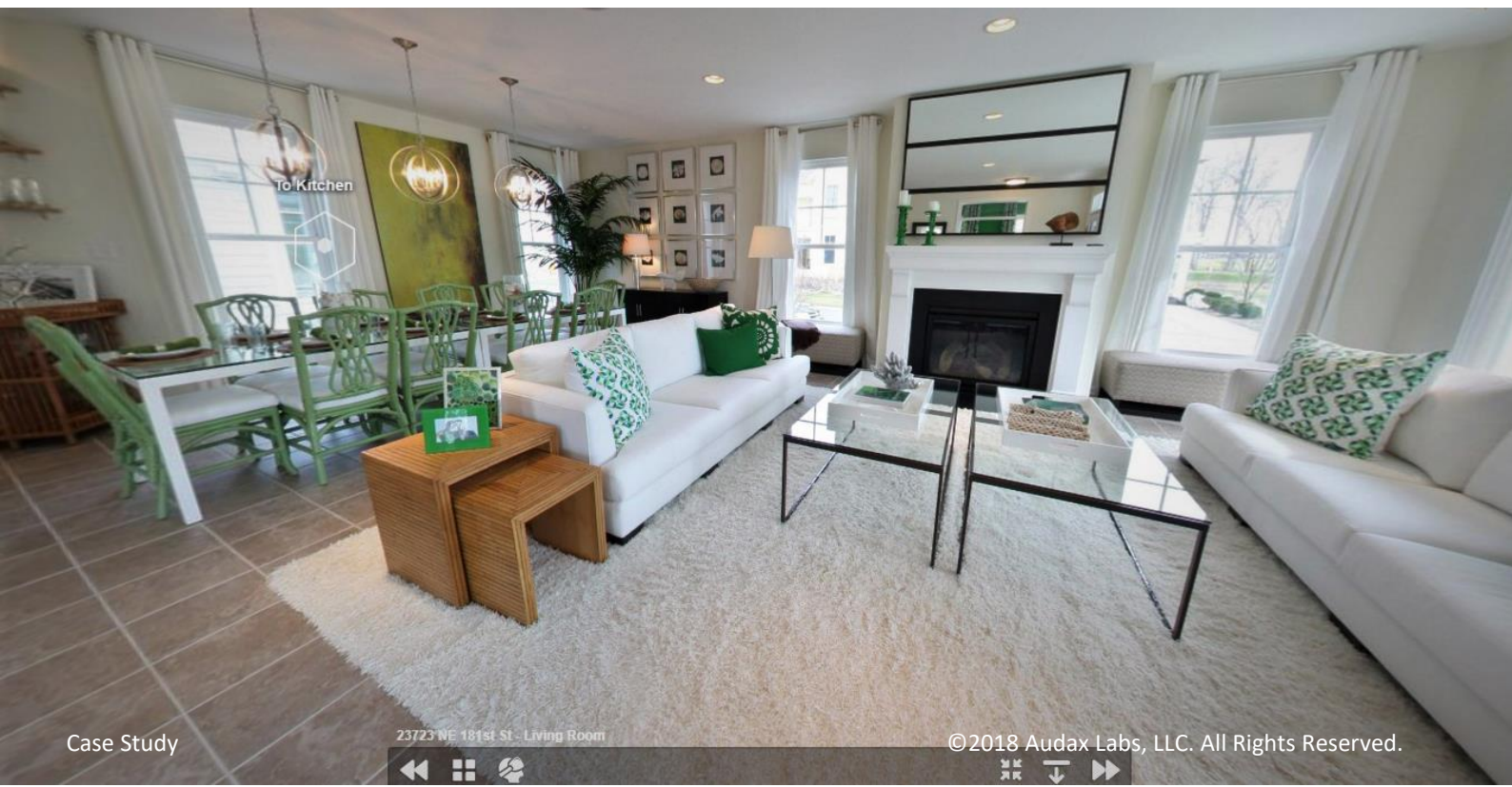
Case Overview

Virtual Reality (VR) is one of most promising reality technologies today. The level of immersion it offers is unparalleled by any other reality technology. This makes it usable for activities like gaming and shopping. When it comes to shopping, VR can enhance the customer experience of viewing a product. Audax Labs realises this and that's what made it work on an amazing VR-based solution called 360VR Platform. This technology has been used in an Android app called Live Property. But how does 360VR Platform help Live Property in transforming property buying experience?

Client Need

Live Property is the realization of a few pressing needs of the realty sector:

- **Property Display** – How can properties be displayed to users in detail without physically taking them to each location?
- **Property Aggregation** – How will the properties be aggregated/classified for easy search by users?
- **Search** – How can users search for various properties in a convenient manner?
- **Mobile First** – Most users use their smartphones to search for properties. A mobile-first solution was needed with possibility of making it a web-based solution later.
- **Agent-Friendly** – How can agents use this solution to cater to users' needs?

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Our Solution

Audax Labs' 360VR Platform has helped Live Property app solve the above-mentioned needs innovatively:

- **Mobile First** – The Live Property app is available for download on Google Play Store for Android smartphones, making it widely available for use.
- **360 View** – Agents can upload 360-degree photos of the properties for use by prospective customers.
- **Classification** – Properties shown in the app are classified based on details like image collection (collection code is used for this) and property location.
- **View Individual Properties** – Each property is assigned a collection code which users can input to view a property.
- **Packages** – Upload fixed number of images for all the properties agents wish to showcase.
- **QR Code** – Provision to search for properties using an assigned QR code.
- **Property Tour** – Pin based self-guided tour of the property. On image tap, the image auto-rotates itself and takes the user around the property.

Benefits

The use of 360VR Platform has allowed the Live Property app to enjoy a few benefits:

- **Wide Reach** – The mobile is free for use, which makes it usable for all users having Android smartphones.
- **Interactive demo** – Users can take a guided tour of a property while sitting in their homes or offices, giving the app a sense of convenience.
- **360-Degree View** – The use of 360-degree images helps users view a property in one image instead of a set of images, reducing the time spent on going through a gallery of images for a property.
- **VR-based Solution** – Live Property allows users to view properties in an immersive manner with the help of VR technology.
- **Easy Search** – Users can look at various properties classified under various categories, helping users save time on property searching.
- **Guided Tour** – The app takes its user on a guided tour around the house with slowly-rotating 360-degree images. It also gives the user to tour the house by using various pins located around the house.

Contact Audax Labs

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About Audax Labs

Audax Labs offers Application Services, Product Engineering, and solutions for transformative digital technologies including Augmented, Virtual and Mixed Reality.