



# Spatial Lite

Transforming Property Showcase into Engaging Web Experiences

*Interactive Web Platform • Aerial Views • Real-Time Inventory • 360° Tours • Seamless Bookings — Built on Spatial OS*

## PRODUCT WHITEPAPER

Web-Based Property Showcase | Interactive Masterplan | Real-Time Availability | 360° Virtual Tours | Built on Spatial OS

PROPVR | [www.propvr.ai](http://www.propvr.ai)

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## Executive Summary

Real estate has entered a new era of digital engagement, yet most property marketing still relies on static brochures, lifeless floor plans, and passive video walkthroughs. Buyers and investors are left to imagine the experience of a property from flat, two-dimensional content that fails to communicate the spatial reality of what is being sold. The gap between what developers build and what buyers understand before purchase remains one of the largest friction points in real estate sales.

Spatial Lite bridges this gap by transforming every property showcase into a rich, interactive web experience that buyers can access from any device, anywhere in the world. It is not a website. It is not a static gallery. It is a fully interactive, web-based property exploration platform that delivers aerial views, interactive masterplans, real-time inventory and availability, 360° virtual tours, floor and unit plan exploration, amenity walkthroughs, and seamless booking — all through a browser, with no downloads, no apps, and no hardware.

Built on the PROPVR Spatial OS platform, Spatial Lite shares the same 3D assets, data pipeline, and content management system as every other product in the Spatial ecosystem. The masterplan, building models, interior tours, and inventory data created for Spatial Lite are the same assets that power Spatial Cave, Spatial Holo, Spatial Touch, Spatial Lens, and every other Spatial product. One content investment reaches every channel.

For real estate developers, Spatial Lite represents the most accessible and scalable entry point into the PROPVR ecosystem. It extends the sales gallery experience to every potential buyer, everywhere, at every hour — transforming a local, appointment-based sales process into a global, always-on engagement platform.

*“You don’t send someone a brochure. You give them the keys to explore. Spatial Lite turns every property into an interactive destination — accessible from any browser, any device, anywhere in the world. The sales gallery is no longer a room. It is a URL.”*

## The Problem: Static Content in a Dynamic Market

The real estate industry spends billions annually on marketing content — renders, brochures, videos, and websites. Yet the fundamental challenge remains: how do you communicate the experience of a property that does not yet exist, to a buyer who may be thousands of kilometres away?

### **Renders Are Beautiful but Flat**

Architectural renders show properties from carefully curated camera angles — typically elevated perspectives that no resident will ever see. They are visually stunning but fundamentally static. A buyer cannot rotate the building, explore the surroundings, check which floor has availability, or understand the relationship between the unit and the community. The render communicates aesthetics but not experience.

### **Brochures and PDFs Are One-Directional**

Printed and digital brochures push information to the buyer. There is no interactivity, no personalisation, and no ability to explore based on individual interest. A family looking for a 3-bedroom unit on a high floor with a sea view must read the same brochure as an investor looking for a studio with rental yield data. The format cannot adapt to the audience.

### **Videos Are Passive**

Pre-rendered flythrough videos follow a fixed camera path at a fixed speed. The viewer has no control — they cannot slow down, zoom in, switch floors, or explore a different part of the project. Every viewer sees the same content regardless of what they are interested in. The experience is cinematic but impersonal.

### **Traditional Websites Are Informational, Not Experiential**

Most real estate project websites are glorified digital brochures. They display renders in a gallery, list specifications in text, and provide a contact form. They inform but they do not let the buyer explore. The website describes the property. It does not let the buyer experience it.

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## Inventory Is Disconnected

Unit availability, pricing, and status are typically managed in spreadsheets and CRM systems that are disconnected from the marketing content. A buyer browsing the website has no way to see which units are available on which floor, compare options visually, or make a selection in real time. They must contact a sales agent, wait for a response, and receive information that may already be outdated.

### The Result

Developers invest heavily in content creation but cannot deliver an engaging, self-directed exploration experience to remote buyers. International buyers, diaspora investors, and digital-first customers — who represent an increasingly large share of off-plan purchases — are underserved by tools that require physical presence or passive consumption. The most critical audience is the least well-served.

## The Solution: Spatial Lite — The Property in a Browser

Spatial Lite is a fully interactive, web-based property showcase platform. It is not a conventional website with embedded renders. It is a purpose-built exploration environment where buyers can navigate, interact, discover, and engage with every dimension of a property — from the city-level location map down to a 360° tour of an individual unit's kitchen.

Every Spatial Lite deployment is a self-contained web application, accessible via any modern browser on desktop, tablet, or mobile. There are no downloads, no plugins, and no special hardware requirements. A buyer in London, a family in Mumbai, or an investor in Riyadh can explore the property at 2 AM from their sofa with the same depth and interactivity as a visitor in the developer's sales gallery.

## The Core Modules

Spatial Lite is organised around a modular navigation system that guides buyers through a structured yet self-directed exploration journey. Each module is accessible via a persistent sidebar menu, allowing buyers to move freely between views:

### Home — Interactive Property Showcase

The home view presents the full masterplan as an interactive 3D aerial view. Buyers can explore the entire development, identify individual clusters, towers, and community zones, and click on any element to learn more. For multi-tower and community developments, the masterplan view provides spatial context that no flat render can match. Buyers can see how their tower relates to the pool, the park, the retail zone, and the entrance. They understand the community before they explore the unit.



## Location — Nearby and Key Landmarks

The location module provides a satellite-based map view showing the property's position within the city and its proximity to key landmarks, schools, hospitals, malls, parks, metro stations, and transport links. Buyers can filter landmarks by category — education, healthcare, retail, leisure, transport — and understand the property's connectivity and lifestyle context. For international buyers unfamiliar with the city, this module answers the question: where exactly is this, and what is nearby?



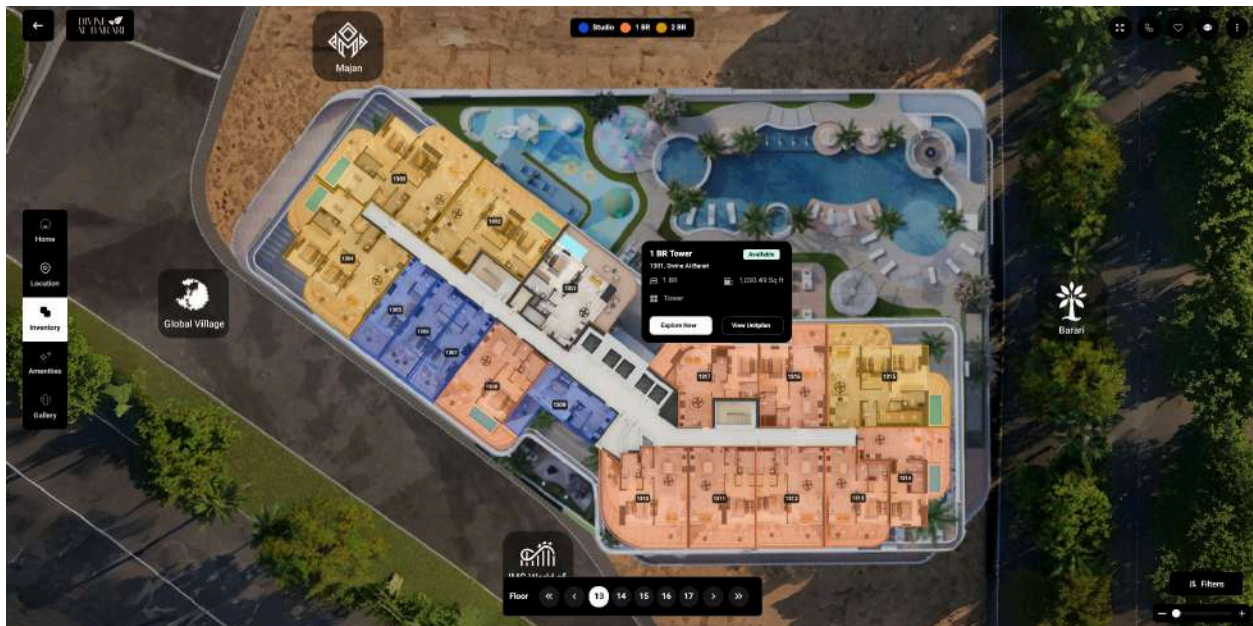
## Inventory — Real-Time Availability

The inventory module is the operational heart of Spatial Lite. It displays every unit in the project with real-time availability, pricing, and status. Buyers can navigate by floor, filter by bedroom count, unit type, view direction, and price range, and see exactly which units are available. The inventory is colour-coded by type — 1-bedroom, 2-bedroom, 3-bedroom — and displayed on an interactive floor plan, so buyers understand the spatial layout, not just a spreadsheet row. When a unit is sold or reserved, the inventory updates automatically through integration with the developer’s CRM or sales management system.



## Floor Plans and Unit Plans

Buyers can access detailed, interactive floor plans for every level of every building. From the floor plan view, they can select individual units to see the unit plan — room layout, dimensions, balcony size, orientation, and view direction. This is not a static PDF. It is an interactive, navigable view that lets buyers compare units, understand layouts, and make informed decisions without requiring a sales agent to walk them through a brochure.



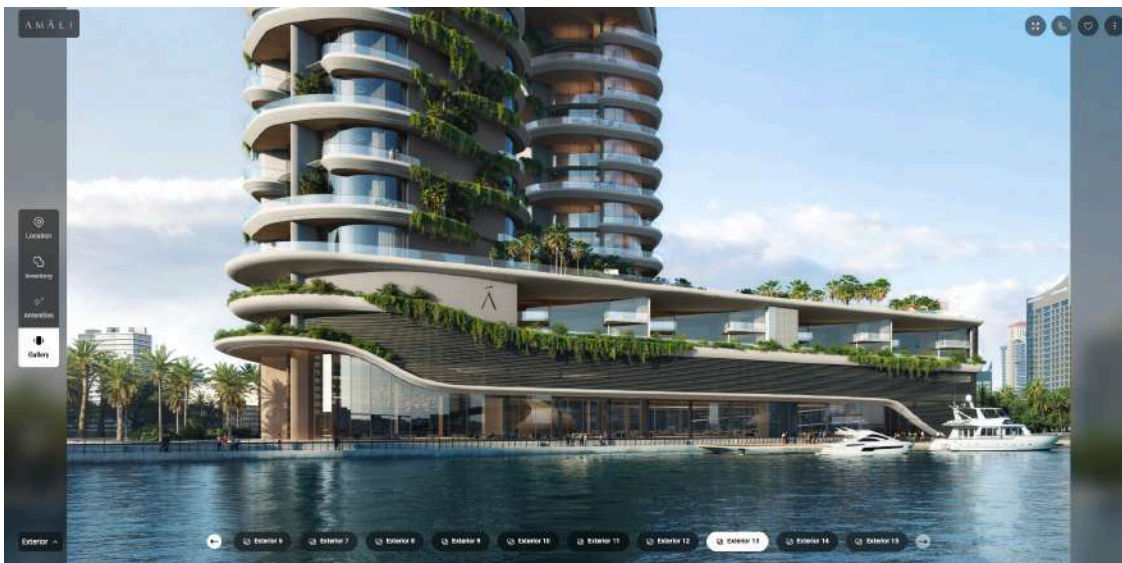
## Amenities — 360° Immersive Tour

The amenities module lets buyers step inside the development's lifestyle offerings through immersive 360° virtual tours. Swimming pools, gymnasiums, garden areas, outdoor cinemas, party areas, pool cafes, children's play zones — every amenity space is captured in 360° and presented as a navigable, immersive experience. Buyers can look around freely, move between spaces, and experience the quality and scale of the amenity offering as if they were standing inside it.



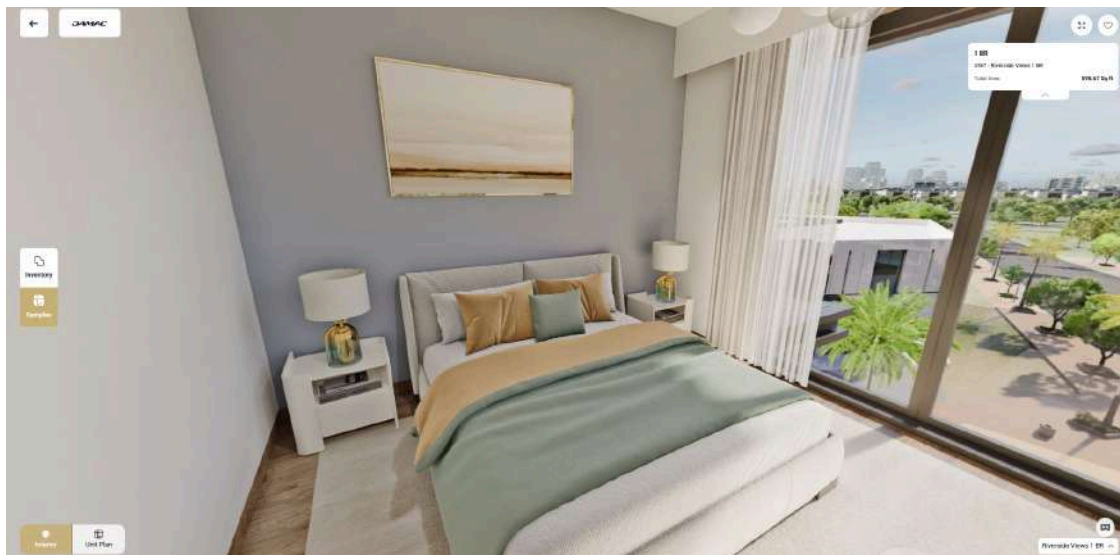
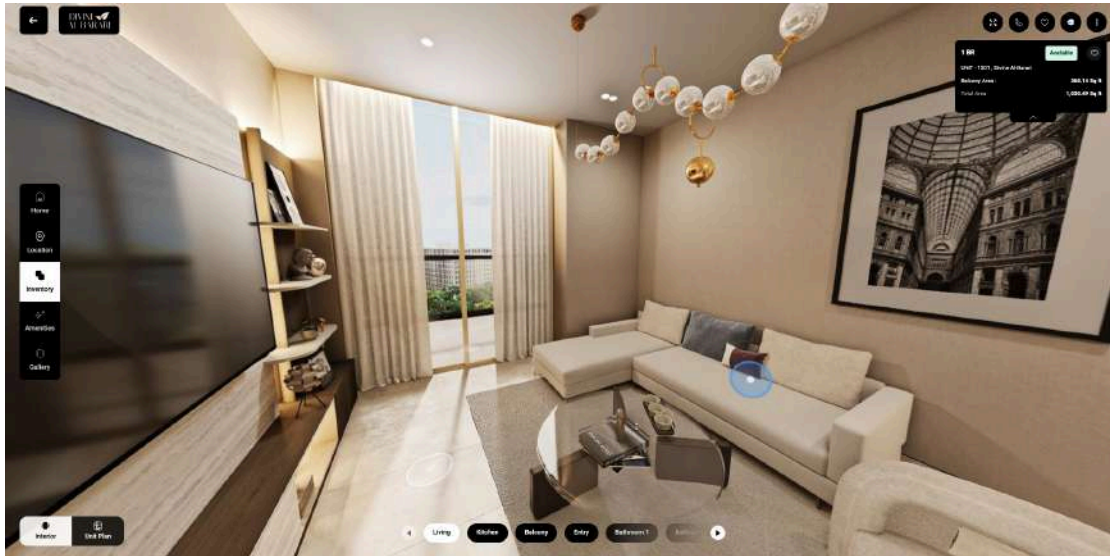
## Gallery — Visual Portfolio

The gallery module provides a curated collection of high-resolution renders, photographs, and visual content — organised by category: exteriors, interiors, amenities, neighbourhood views, and lifestyle imagery. Buyers can browse categories, zoom in on details, and build a complete visual understanding of the project's design quality and aesthetic vision.



## Tour Interiors in 360°

Beyond the amenity tours, Spatial Lite offers full 360° interior walkthroughs of representative unit types. Buyers can explore the living room, kitchen, bedrooms, and bathrooms from a first-person perspective, navigating between rooms and experiencing the space, finishes, and proportions as if they were physically present. For off-plan properties, these 360° tours are the closest experience to visiting a completed show apartment.



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## Key Features and Capabilities

### Seamless Aerial Transitions

Spatial Lite delivers smooth aerial transitions as buyers navigate between views. The experience of moving from the masterplan to a specific tower, from the tower to a floor, and from the floor to a unit is fluid and cinematic. The transitions provide spatial context at every level — the buyer always understands where they are within the project. This is not page navigation. It is spatial navigation.

### Rotate and Explore the Tower

Buyers can rotate the 3D building model freely, viewing it from every angle. They can examine the façade, understand the building's orientation, see how sunlight falls at different times of day, and identify which faces overlook the pool, the garden, or the street. The rotation is smooth, real-time, and controlled entirely by the buyer.

### Visualise Day and Night

A day-to-night toggle allows buyers to see how the property looks under different lighting conditions. Daytime views show the building in natural sunlight, while night-mode reveals the architectural lighting, ambient glow, and evening atmosphere. This feature is particularly impactful for premium developments where the night-time aesthetic is a selling point.

### Real-Time Inventory Integration

Spatial Lite connects directly to the developer's inventory management system or CRM. Unit availability, pricing, status (available, reserved, sold), and key specifications are synchronised in real time. When a sales agent reserves a unit in the CRM, it immediately reflects in Spatial Lite. Buyers see accurate, up-to-the-minute availability — not yesterday's spreadsheet.

### Full Brand Customisation

Every Spatial Lite deployment is fully customisable to reflect the developer's brand identity. Project colours, typography, logos (light and dark versions), and theme (light mode, dark mode, or custom mode) are configurable through the Spatial OS CMS. Support for 198 languages and all global currencies ensures that Spatial Lite deployments serve international audiences natively.

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## **Built-In Analytics**

Every interaction within Spatial Lite is tracked and reported. Developers can see total visitors, unique sessions, average session duration, page engagement, and feature utilisation. Analytics reveal which units receive the most views, which floors are most explored, where buyers spend time, and where they drop off. This data directly informs sales strategy, pricing decisions, and content priorities.

## **Cross-Device Accessibility**

Spatial Lite is built as a responsive web application that adapts seamlessly to desktop, tablet, and mobile screens. The experience is native to each form factor — touch gestures on mobile, mouse and keyboard on desktop, and optimised layouts for every screen size. No downloads, no apps, no plugins. Just a URL.

## What Spatial Lite Delivers

Capability	Traditional Website	PROPVR Spatial Lite
<b>Property Exploration</b>	Static render gallery	Interactive 3D masterplan, aerial views, rotation
<b>Location Context</b>	Google Maps embed	Satellite map with categorised landmark overlays
<b>Unit Availability</b>	Contact agent for info	Real-time inventory with floor-by-floor visual display
<b>Floor Plans</b>	Static PDF download	Interactive floor and unit plans with live data
<b>Interior Experience</b>	Render images	360° immersive interior walkthroughs
<b>Amenity Showcase</b>	Photo gallery	360° virtual amenity tours
<b>Personalisation</b>	Same content for everyone	Filter by unit type, floor, price, view direction
<b>Brand Identity</b>	Template website	Fully customised colours, fonts, themes, languages
<b>Analytics</b>	Basic page views	Deep engagement analytics: units viewed, time spent, drop-off
<b>Device Support</b>	Responsive website	Native experience across desktop, tablet, mobile
<b>Content Ecosystem</b>	Standalone	Part of Spatial OS — shared 3D assets across 9 products
<b>Buyer Engagement</b>	Informational	Experiential — self-directed exploration

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## How Spatial Lite Works

### The Buyer Journey

**Step 1: Access** — The buyer receives a link — via email, WhatsApp, social media, QR code, or the developer’s website. They click and the Spatial Lite experience loads instantly in their browser. No download, no login, no friction.

**Step 2: Explore the Masterplan** — The home view presents the interactive masterplan. The buyer can see the full development, identify clusters and towers, and click on any building to learn more. Pop-ups show tower name, bedroom range, unit count, and a direct link to explore further.

**Step 3: Understand the Location** — The buyer switches to the location module to see the property’s position on a satellite map, with nearby landmarks, schools, hospitals, malls, and transport links displayed by category.

**Step 4: Check Availability** — The inventory module shows every unit in the project, colour-coded by type and status. The buyer selects a floor, sees the layout, and identifies available units. Filters narrow the options by bedroom count, price, and view direction.

**Step 5: Explore Floor and Unit Plans** — Selecting a unit reveals the detailed unit plan with room dimensions, layout, balcony area, and orientation. The buyer compares options visually, understanding exactly what they are purchasing.

**Step 6: Tour the Interiors** — 360° interior tours let the buyer walk through a representative unit — living room, kitchen, bedrooms, bathrooms — experiencing the space, finishes, and proportions from a first-person perspective.

**Step 7: Experience the Amenities** — The amenities module opens 360° tours of pools, gardens, gymnasiums, outdoor cinemas, and lifestyle spaces. The buyer experiences the community offering, not just a list of facilities.

**Step 8: Browse the Gallery** — High-resolution renders and photographs organised by category complete the visual story. The buyer has explored every dimension of the project — location, community, building, floor, unit, interior, and amenity.

**Step 9: Engage** — With full understanding of the property, the buyer contacts the sales team, books a viewing, or initiates a reservation directly through the platform. The conversion happens with informed confidence, not blind interest.

*“The buyer who explored the property on Spatial Lite for 20 minutes is not the same buyer who glanced at a brochure for 30 seconds. They arrive at the sales conversation informed, engaged, and emotionally invested. The sales cycle shortens because the exploration has already happened.”*

## Technical Architecture

### Platform Stack

Component	Details
Application Type	Progressive web application (PWA) — browser-native, no installation
Rendering	WebGL-based 3D rendering for interactive views and transitions
360° Tours	High-resolution panoramic imagery with hotspot navigation
Inventory Engine	Real-time data synchronisation with developer CRM/ERP systems
Content Management	Spatial OS CMS — unified content pipeline across all Spatial products
Hosting	Cloud-hosted with CDN distribution for global performance
Analytics	Built-in engagement tracking with dashboard reporting
Customisation	Full brand theming: colours, fonts, logos, language, currency
Integrations	CRM sync, lead capture, booking engine, WhatsApp, email
Security	HTTPS, data encryption, role-based access for CMS
Device Support	Desktop, tablet, mobile — responsive and touch-optimised
Languages	198 languages supported natively

## Data Pipeline and Integration

Spatial Lite connects to the PROPVR Spatial OS data pipeline, sharing the same content foundation as every other Spatial product. When a developer creates 3D assets, floor plans, inventory data, or 360° tours for any Spatial product, that content is automatically available to Spatial Lite.

### Content Sharing Across Spatial Products

- **Masterplan and 3D building models** created for Spatial Lite are the same assets used in Spatial Holo (holographic display) and Spatial Lens (AR tablet)
- **360° interior tours** are shared with Spatial Tour (VR headset) and Spatial Table (interactive display)
- **Inventory and availability data** feeds Spatial Touch (kiosk), Spatial Table, and Spatial Agent (AI assistant)
- **Location and amenity content** is synchronised across Spatial Cave (immersive LED room) and all web-based products
- **All content updates via Spatial OS CMS** — one update reaches every product simultaneously

This unified content pipeline eliminates the duplication and fragmentation that plagues traditional marketing workflows. The developer does not maintain separate assets for the website, the sales gallery, and the exhibition. One content investment powers every channel.

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## Use Cases and Deployment Scenarios

### International and Remote Sales

The primary use case for Spatial Lite. International buyers, diaspora investors, and remote purchasers represent a significant and growing share of off-plan real estate transactions, particularly in the UAE, Saudi Arabia, and other Gulf markets. These buyers cannot visit the sales gallery. They make purchase decisions based on digital content. Spatial Lite gives them an exploration experience that is richer, deeper, and more engaging than any combination of brochures, videos, and phone calls. The international buyer who explores a property on Spatial Lite has the same understanding as the buyer who visited the physical sales gallery.

### Digital-First Sales Strategy

Forward-thinking developers are building digital-first sales strategies where the website is not a support channel but the primary sales platform. Spatial Lite transforms the developer's web presence from an informational brochure into an interactive sales tool. Lead qualification happens through engagement data — a buyer who spent 15 minutes exploring 3-bedroom units on floors 8–12 is a warmer lead than one who visited the homepage and left.

### Sales Gallery Extension

For developers with physical sales galleries, Spatial Lite extends the gallery experience beyond the four walls. Visitors who explored the property in the gallery can continue their research at home. Buyers who cannot visit can experience the same content remotely. The sales gallery and Spatial Lite become two interfaces to the same content, not two separate marketing channels.

### Launch Events and Exhibitions

At property exhibitions and launch events, Spatial Lite provides a scalable engagement tool. Every visitor can be given a QR code or link to explore the project on their own device, at their own pace, during and after the event. The developer's reach is no longer limited to the number of sales agents on the floor. Spatial Lite handles thousands of concurrent explorations while the sales team focuses on high-intent leads.

### Agent and Broker Enablement

External sales agents and broker partners use Spatial Lite as their primary presentation tool. Instead of forwarding PDFs and renders, agents share the Spatial Lite link directly with their clients. The interactive experience is more persuasive than any static document, and the agent can walk the client through the platform during a video call. Lead capture and engagement analytics give the developer visibility into agent activity.

## Post-Launch and Ongoing Sales

Unlike physical installations that serve a single location, Spatial Lite continues to work 24 hours a day, 7 days a week, in every time zone. As inventory evolves — units sell, new phases launch, prices adjust — Spatial Lite reflects changes in real time through CRM integration. The platform remains relevant and accurate throughout the entire sales lifecycle of the project.

## Return on Investment

### Engagement Impact

Metric	Traditional Website	With Spatial Lite
Average session duration	1–3 minutes	8–20+ minutes
Pages/views per session	3–5 pages	15–30+ interactions
Buyer understanding	Surface-level	Deep — spatial, visual, data-rich
Lead quality	Cold — contact form	Warm — engagement-qualified
International reach	Informational only	Full interactive experience remotely
Content freshness	Manual updates	Real-time CRM sync
Agent dependency	High — buyer needs agent for info	Low — self-directed exploration
24/7 availability	Static information	Dynamic, interactive exploration
Social sharing	Standard link	Immersive experience — higher share rate
Ecosystem leverage	Standalone website	Part of Spatial OS — one content investment

### Business Impact

- **Global reach:** Spatial Lite removes geographical barriers. Every buyer in the world has access to the full property experience, not just a brochure
- **Lead qualification:** Engagement analytics identify high-intent buyers — those who explored specific units, spent significant time, and returned multiple times — enabling the sales team to prioritise effectively
- **Reduced sales friction:** Buyers who have explored the property on Spatial Lite arrive at the sales conversation informed and confident. The sales agent spends less time on basic information and more time on closing

- **Content leverage:** 3D assets, 360° tours, inventory data, and floor plans are shared across the entire Spatial OS ecosystem — built once, deployed on every product
- **Always-on sales tool:** Unlike a sales gallery with operating hours, Spatial Lite works 24/7 in every time zone. The property is always open for exploration
- **Measurable ROI:** Built-in analytics provide clear visibility into engagement, allowing developers to track the return on their digital investment and optimise continuously

## Part of the PROPVR Spatial OS Ecosystem

Spatial Lite is one of nine products within the PROPVR Spatial OS platform. All products share the same Unreal Engine core, project data pipeline, and CMS — content created once is deployed everywhere.

Product	Description	Key Feature
<b>Spatial Lite</b>	Web-based interactive property showcase	Browser-native exploration platform
<b>Spatial Holo</b>	Interactive 3D holographic model viewer	Holographic display (Cube & Vista)
<b>Spatial Agent</b>	AI-powered avatar assistant inside the holobox	Conversational AI for project Q&A
<b>Spatial Touch</b>	Touchscreen kiosk, table, and wall display	Interactive masterplan exploration
<b>Spatial Cave</b>	Complete immersive LED/projection room solution	360° branded environments
<b>Spatial Tour</b>	VR headset station for interior walkthroughs	First-person immersive experience
<b>Spatial Lens</b>	AR tablet viewer for real estate 3D models	AR scale model replacement
<b>Spatial Table</b>	Interactive tangible tabletop with object recognition	Dual-display token-driven exploration
<b>Spatial Drive</b>	Immersive buggy drive-through simulation	Physical vehicle + LED room experience
<b>Spatial Map</b>	Projection mapping for physical scale models	Augmented physical models

*“The Spatial OS advantage: the interactive masterplan, 3D models, 360° tours, and real-time inventory built for Spatial Lite are the same assets that power the Spatial Cave cinematic experience, the Spatial Holo holographic model, the Spatial Touch interactive kiosk, and every other product in the ecosystem. Build once, deploy everywhere. And Spatial Lite is the gateway — the most accessible product in the ecosystem, reaching every buyer with a browser.”*

## Implementation Process

PROPVR manages the complete implementation — 3D content creation, platform configuration, inventory integration, branding, and launch. The developer provides project data and brand guidelines. PROPVR delivers the live platform.

### Phase 1: Discovery and Scoping (Week 1)

Project briefing, content audit, and scope definition. The PROPVR team reviews available 3D assets, renders, floor plans, inventory data, and brand guidelines. The deployment scope is confirmed — which modules to include, which inventory system to integrate, and which languages and currencies to support.

### Phase 2: Content Creation and Configuration (Weeks 2–4)

Interactive masterplan, 3D building views, 360° tours, floor plans, and location content are created or adapted from existing Spatial OS assets. The Spatial Lite platform is configured with the developer's brand identity — colours, fonts, logos, and theme. Inventory integration is set up with the developer's CRM or sales management system.

### Phase 3: Review and Refinement (Week 4–5)

The developer reviews the complete Spatial Lite deployment. Content accuracy, brand compliance, inventory synchronisation, and user experience are validated. Feedback is incorporated, and the platform is refined for launch.

### Phase 4: Launch and Support (Week 5–6)

The Spatial Lite platform goes live. The developer receives the URL for distribution across marketing channels — website, email campaigns, social media, WhatsApp, QR codes, and broker networks. Analytics tracking is activated. Ongoing support ensures content updates, inventory sync, and platform performance are maintained.

Phase	Duration	Key Output
Discovery & Scoping	Week 1	Project scope, content audit, integration plan
Content & Configuration	Weeks 2–4	Interactive content, branding, inventory sync
Review & Refinement	Weeks 4–5	Client review, feedback, quality assurance
Launch & Support	Weeks 5–6	Live platform, analytics, ongoing support

Typical timeline: 4–6 weeks from briefing to go-live. For projects with existing Spatial OS 3D assets, the timeline reduces to 2–4 weeks (configuration and integration only).

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## Competitive Landscape

The PropTech market is projected to grow from USD 47 billion in 2025 to USD 185 billion by 2034, driven by virtual tours, AI analytics, and smart building technologies. The UAE PropTech market alone is expected to reach USD 1.55 billion by 2030, growing at a CAGR of 17.5%. Within this rapidly expanding market, property buyers increasingly expect interactive digital experiences — 82% prefer properties with virtual tours, and listings with 3D tours receive 68% more views and close 31% faster.

Several companies compete in the interactive property showcase and 3D visualisation space for real estate developers. Each brings specific strengths, but none delivers the complete, unified platform that modern off-plan sales require. Below is an analysis of the five most relevant direct competitors and how Spatial Lite is positioned against them.

### Digital Partners Global (DPG)

**Headquarters:** Dubai, UAE

Digital Partners Global (DPG) is a Dubai-based PropTech company that positions itself as a visual communication tool combined with a CRM system, designed specifically for real estate sellers. DPG offers interactive 3D views of properties and outdoor amenities, walkthrough experiences, interactive masterplans with bird's-eye views, floor plans with area measurements, and location maps showing nearby landmarks, transportation, schools, and shopping centres.

DPG's platform connects availability to the developer's CRM system in real time, showing live unit status. When a unit is sold, the availability updates for all viewers globally. All enquiries feed into the CRM system and call centres, and buyers can book units online via credit card payment. DPG also provides consulting, 3D renderings, VR, AR, flythrough animations, lead generation, and marketing automation services.

**Key strengths:** Strong CRM integration, real-time availability, and online booking capability. Dubai-based with local market knowledge. Combines visualisation with marketing automation and lead nurturing.

**Key limitations:** DPG operates primarily as a services and consulting company — each deployment is a bespoke project combining CRM, 3D renderings, and interactive tools, rather than a unified platform product. This project-based approach means that content created for one channel (the web experience) does not automatically deploy across other formats such as holographic displays, immersive rooms, AR tablets, or interactive kiosks. DPG's solution addresses the web and CRM layer effectively but does not extend into the physical installation and multi-channel deployment ecosystem that modern sales galleries require. There is no unified content operating system connecting the digital showcase to a broader product family.

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## SmartPixel

**Headquarters:** Montréal, Canada (65+ employees). Offices in Toronto, Paris, and Bogotá.

SmartPixel is a well-established interactive 3D visualisation company that builds custom applications for real estate developers using the Unity real-time 3D engine. Their flagship product, SmartPixel Pro, transforms unbuilt floor plans into interactive digital twins that buyers can explore before construction begins. SmartPixel's Advanced Reality Tool (A.R.T.) is deployed in sales gallery environments with touchscreens, and their SmartPixel Web product extends the experience to browsers on desktop, tablet, and mobile.

Key features include phase-by-phase masterplan navigation, panoramic balcony and window views, interactive day-to-night lighting effects, points of interest for schools, parks, and amenities, travel time and transit access visualisation, cross-project unit search with filters, and instant availability updates to accelerate presales. Notable projects include 1111 Atwater, Sequoia, Curv (the tallest passive house in the world), Sir Charles, Humaniti, and North Harbour. SmartPixel partners with Onyx Technologies for CRM integration.

**Key strengths:** Mature product with strong visual quality. Unity-based engine delivers high-fidelity 3D experiences. Active in the North American luxury development market. Both sales gallery and web deployment options. Integrated CRM through the Onyx partnership. Properties with SmartPixel report 20% shorter sales cycles and 3–7% price premiums.

**Key limitations:** SmartPixel Pro apps are custom-built for each project, which means higher costs and longer timelines per deployment compared to a platform approach. The company's primary market is North America (Canada and the United States), with limited presence in the Middle East, Gulf, and South Asian markets where off-plan development activity is most intense. SmartPixel requires the separate Onyx CRM integration for sales pipeline connectivity — it is not built into the platform natively. Critically, SmartPixel is a standalone product. There is no multi-product ecosystem where the same 3D content flows from the web experience into holographic displays, immersive LED rooms, AR tablets, VR headsets, or projection-mapped models. Content created for SmartPixel stays in SmartPixel.

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## VisEngine Digital Solutions

**Headquarters:** London, UK. Offices in UAE, Saudi Arabia, USA, with representatives in Germany, Italy, Canada, and Australia. Established 2009.

VisEngine is an international 3D rendering and visualisation studio that offers interactive masterplan applications alongside traditional architectural visualisation services (3D renderings, flythrough animations, 360° virtual tours). Their Interactive 3D Masterplan Application is their most relevant product in this competitive analysis — it enables users to explore developments from aerial and pedestrian perspectives, search by name, location, cost, area, and availability, toggle day/night modes and sunlight angles, inspect buildings from above and at ground level, and view floor plans and 3D apartment overviews.

The application runs on desktop (macOS, Windows, Linux), web, and mobile (iOS, Android). A notable case study is the Sobha One development in Dubai's Sobha Hartland — VisEngine created a digital complex with online access, 360° 3D virtual tours, floor plans, and apartment selection filters, serving both internal sales and external marketing.

**Key strengths:** Strong interactive masterplan capability with multi-perspective exploration. Excellent 3D rendering quality (core business). Cross-platform deployment. Active in the UAE and Saudi Arabian markets with premium developer clients. Long track record since 2009.

**Key limitations:** VisEngine is fundamentally a visualisation services studio, not a platform company. Each interactive masterplan is a bespoke project, not a standardised product deployment. The interactive application does not natively integrate with developer CRM systems for real-time inventory synchronisation — availability data must be managed separately. The 360° tours and masterplan views are standalone deliverables rather than modules within a unified, navigable property showcase. There are no 360° amenity tours, no integrated gallery, and no seamless transition from masterplan to tower to floor to unit to interior tour within a single web experience. VisEngine also lacks a multi-product ecosystem — content created for the interactive masterplan does not automatically deploy to holographic displays, immersive rooms, AR experiences, or other physical installations.

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## Resimo

**Headquarters:** Poland. 75 specialists. Operating since 2008. 500+ 3D sales apps delivered for 60+ developers across Europe, USA, and Canada.

Resimo is a veteran interactive 3D sales application provider with deep experience in the European residential development market. Their core product is a 3D Touch Application that presents entire developments and surroundings in 4K resolution at any time of day. Every apartment is modelled in 3D, and buyers can enter any unit, explore its layout, and check the view from the balcony — with the ability to change the time of day on balcony views between morning, noon, evening, and night. The application includes an interactive compass, 3D floor-view search, and a CRM-integrated apartment search engine with real-time availability.

Resimo also offers a web sales solution that displays all building and apartment information on any device via a web browser, available in 8 languages. The company positions itself as a fully functional sales tool, not just a visualisation product, with analytics and lead conversion tracking.

**Key strengths:** Strong product maturity with 500+ deployments and 16+ years of experience. CRM integration with real-time availability. Unit-level 3D exploration with balcony views. Time-of-day visualisation. Both touchscreen and web deployment. Proven conversion impact with analytics.

**Key limitations:** Resimo's primary market is European residential development — it has limited presence in the Middle East, Gulf, and South Asian markets. The web module supports 8 languages compared to Spatial Lite's 198. The platform focuses on individual building and apartment-level exploration but does not offer interactive community-scale masterplans with aerial transitions for large mixed-use developments. There are no 360° amenity tours, no immersive interior walkthroughs, and no integrated gallery module. Like other competitors, Resimo is a standalone product — there is no multi-product ecosystem. Content created for the Resimo app does not extend to holographic displays, immersive LED rooms, AR tablets, VR headsets, or any other sales gallery installation. The product addresses the web and touchscreen sales tool requirement but not the broader multi-channel deployment strategy.

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## Soluis Group

**Headquarters:** Glasgow, UK. Studios in London and Dubai.

Soluis Group is a premium visual media production and experiential engagement company that creates next-generation solutions combining CGI visualisation, virtual and augmented reality, and software development. They use gaming technology (Unreal Engine) to produce photorealistic images, films, and real-time interactive environments. Their services span the full spectrum: CGI renders, design visualisation, animation, motion graphics, bespoke software, AR and VR experiences, immersive walk-throughs, interactive table-top floor plans, and what they describe as “Shared Immersion” — where groups simultaneously experience virtual environments through a Reality Portal with no barrier between people and the experience.

Soluis positions itself as a company that accelerates real estate development and sales through “virtual twins” — giving buyers and tenants interactive, lifelike experiences of spaces before they are built. Their clients include blue-chip companies across architecture, property, construction, retail, marketing, infrastructure, and energy. The company offers live editing capability where clients see real-time updates to projects without rendering wait times.

**Key strengths:** Exceptional visual quality driven by Unreal Engine and a deep CGI team. Strong experiential and immersive capabilities for physical installations (Reality Portal, shared immersion, interactive floor plans). Diverse service offering covering the full range from still images to fully immersive environments. Dubai office provides Middle East market access. Premium brand positioning serving blue-chip clients.

**Key limitations:** Soluis is a creative studio and bespoke services company, not a product platform. Every project is custom-built, which means higher costs, longer timelines, and no standardised deployment model. There is no self-contained web-based property showcase product that a developer can deploy with consistent modules (masterplan, location, inventory, floor plans, amenities, gallery) across all projects. Soluis excels at creating individual immersive experiences but does not offer a unified content management system where one set of 3D assets automatically populates a web platform, a holographic display, an AR tablet, and a VR headset. The company’s strength is in physical installation and experiential design rather than scalable, web-first, browser-native property exploration for remote buyers. Soluis does not offer native CRM integration, real-time inventory synchronisation, or built-in analytics as standard platform features.

## Competitive Positioning: Spatial Lite vs. Direct Competitors

Capability	Spatial Lite	DPG	SmartPixel	VisEngine	Resimo	Soluis
Interactive Masterplan	✓	✓	✓	✓	Limited	Project Based
Aerial Transitions	✓	Partial	✓	✓	X	Project Based
360° Interior Tours	✓	✓	✓	✓	✓	✓
360° Amenity Tours	✓	X	X	X	X	Project Based
Real-Time Inventory	✓	✓	✓*	X	✓	X
CRM Integration	✓	✓	Via Onyx	X	✓	X
Floor/Unit Plan Nav	✓	✓	✓	✓	✓	Project Based
Day/Night Toggle	✓	X	✓	✓	✓	✓
Tower Rotation	✓	X	✓	✓	X	✓
Brand Customisation	✓	✓	✓	✓	Limited	✓
Multilingual	✓	X	X	X	✓	X
All Currencies	✓	X	X	X	X	X
Built-In Analytics	✓	Partial	X	X	✓	X
Web-First (No App)	✓	✓	✓	✓	✓	X
Online Booking	✓	✓	X	X	X	X
Location Map Module	✓	✓	✓	X	X	X
Gallery Module	✓	X	X	X	X	X
Multi-Product Ecosystem	✓ (9+)	X	X	X	X	X
Unified Content OS	✓	X	X	X	X	X
Middle East Presence	✓	✓	X	✓	X	✓

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## The Structural Advantage: Platform vs. Projects

The competitive landscape reveals a fundamental distinction: every competitor either operates as a bespoke services company (Soluis, VisEngine, DPG) or delivers a standalone product (SmartPixel, Resimo). In both cases, the content created for one channel stays in that channel. A 3D masterplan built for the web experience does not automatically appear on a holographic display, an immersive LED room, an AR tablet, a VR headset, or an interactive kiosk. Each new channel requires new work, new integrations, and new content.

Spatial Lite is fundamentally different because it is not a standalone product. It is the web layer of the Spatial OS platform — PROPVR's unified content operating system. This means:

- **One content pipeline, nine products:** the 3D masterplan, building models, 360° tours, floor plans, inventory data, and brand assets created for Spatial Lite are the same assets that power Spatial Holo (holographic display), Spatial Cave (immersive LED room), Spatial Touch (interactive kiosk), Spatial Table (tangible tabletop), Spatial Lens (AR tablet), Spatial Tour (VR headset), Spatial Drive (immersive buggy simulation), Spatial Map (projection mapping), and Spatial Agent (AI avatar assistant). No competitor offers this.
- **Platform, not project:** while DPG, VisEngine, and Soluis deliver bespoke projects with custom timelines and costs, Spatial Lite is a standardised platform product with consistent modules (Home, Location, Inventory, Floor Plans, Amenities, Gallery, 360° Tours) that can be configured and deployed in 4–6 weeks. The platform model delivers consistency, speed, and lower total cost of ownership.
- **Native integration:** unlike SmartPixel (which requires the separate Onyx CRM partnership) and VisEngine and Soluis (which offer no CRM integration), Spatial Lite's real-time inventory, CRM synchronisation, lead capture, booking, and analytics are built into the platform natively. One system, one vendor, one integration.
- **Global reach by design:** with 198 languages and all global currencies supported natively, Spatial Lite is built for international sales from the ground up. SmartPixel serves primarily North America. Resimo serves primarily Europe (8 languages). VisEngine and Soluis have international presence but their solutions are not localised as products. PROPVR operates from India, UAE, and Saudi Arabia — the markets where off-plan development activity is most intense.
- **Complete buyer journey:** only Spatial Lite delivers the full exploration journey — from interactive masterplan with aerial transitions, to location map with landmark categories, to real-time inventory with floor navigation, to interactive floor and unit plans, to 360° interior walkthroughs, to 360° amenity tours, to curated gallery — all within a single, seamless, browser-native experience. Competitors deliver subsets of this journey. None delivers all of it in one platform.

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## Market Opportunity

The competitive analysis reveals a clear gap. The five most relevant competitors in the interactive property showcase space each address specific aspects of the challenge — DPG integrates visualisation with CRM, SmartPixel delivers high-fidelity 3D sales tools, VisEngine creates interactive masterplans, Resimo provides unit-level 3D exploration, and Soluis produces premium immersive experiences. But none delivers a unified, web-first platform that combines all of these capabilities under one content operating system, with real-time inventory, native CRM integration, 198 languages, built-in analytics, and a multi-product ecosystem that extends the same content from the browser to the sales gallery floor.

This is the gap Spatial Lite occupies. For developers selling off-plan properties to international buyers across multiple markets, Spatial Lite is not an incremental improvement over any single competitor. It is a different category of solution — a platform that unifies what the competition delivers separately, while extending the content investment across every sales channel through the Spatial OS ecosystem.

## Why Spatial Lite

Spatial Lite is not a replacement for the sales gallery. It is the extension of the sales gallery into every browser, every device, every market, and every time zone. It is the first touchpoint for the international buyer, the exploration tool for the curious investor, the presentation platform for the external agent, and the always-on showcase that works when the sales team sleeps.

In a market where buyers expect interactive, self-directed digital experiences — where they configure cars online, tour hotels in 360°, and furnish apartments in AR before buying — a static property website is no longer sufficient. Spatial Lite brings real estate marketing into the standard of digital engagement that buyers already experience in every other high-value purchase.

And because it is built on Spatial OS, Spatial Lite is not a standalone product. It is the web layer of a complete ecosystem. The content investment flows across holographic displays, immersive rooms, AR tablets, VR headsets, interactive kiosks, and AI assistants. The developer builds once and deploys everywhere. Spatial Lite is where it starts.

## Get Started

Spatial Lite is available for deployment. Whether you are launching an off-plan development for international markets, extending your sales gallery experience to remote buyers, building a digital-first sales strategy, or equipping your broker network with interactive presentation tools, PROPVR delivers the complete web-based property showcase — interactive masterplan, real-time inventory, 360° tours, and full brand customisation — from one partner.

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