

PROPVR SPATIAL OS

Spatial Agent

*The Conversational AI Product for Real Estate —
Built on Spatial OS*

Chat. Voice. Avatar. Always live, always selling — on every project, in every language. Knowledge base + live CRM + multi-modal interaction, deployed first on Spatial Lite.

KNOWLEDGE BASE + CRM

TEXT · VOICE · AVATAR

EXPERIENCE-DRIVING

GENERATIVE CUSTOMISATION

01 WHITEPAPER

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01 EXECUTIVE SUMMARY

A guide inside the tour — built on Spatial OS

Spatial Agent is a new product in the Spatial OS family — a conversational AI built specifically for real estate developers. It is a branded, project-trained, CRM-connected agent that greets prospective buyers, answers their questions in natural language, drives them deeper into the project experience, and hands a qualified, behaviour-annotated lead to the sales team when interest crystallises.

Engineered to live wherever a developer meets a buyer, the first surface is Spatial Lite. The moment a visitor opens the link, Spatial Agent appears on the left of the experience, delivers a welcome in the developer's chosen persona, and becomes available in text, voice, or as a fully animated avatar. Over successive releases the agent extends to other PROPVR surfaces and third-party channels developers already use to reach buyers.

Not a generic chatbot — fed from a developer-owned knowledge base, integrated with the developer's live CRM (Salesforce, LeadSquared, Oracle), with a self-learning AI/ML core that makes every conversation better than the last. **Two capabilities set Spatial Agent apart from every other real-estate chatbot:** it drives the visual experience it lives inside (opening the exact view that matches the question), and it lets the visitor redesign the space in conversation through generative AI.

“One agent. One conversation. Takes the visitor to every amenity, every landmark, every available unit — and lets them redesign the interior on the spot. No other AI in the market does both.”

THE SPATIAL AGENT THESIS

02 THE PROBLEM

A visual tour without a guide

The immersive web tour has become the default first touchpoint for high-intent buyers — but the visual tour alone leaves three critical problems unresolved.

UNGUIDED

The unguided visitor

In a physical sales gallery a trained presenter greets the buyer, answers questions, reads body language, and steers the journey toward emotional hooks. Inside a web tour the visitor is alone. They click, scroll, wonder — and when they cannot find the answer, they leave. The developer has built a cinematic experience but has no one staffing the door.

DISCONNECTED

The static chatbot

Standard website chatbots answer a question in text and the conversation ends there. The visitor still has to go back and find the right part of the tour manually. The chatbot is disconnected from the visual experience — text on the side of a screen meant to be about pictures.

COLD HANDOFF

The cold handoff to sales

When a lead is captured the sales team receives it with almost no context. The agent knows the visitor was on the website — but not which unit type they dwelled on, which amenities they asked about, which objections they raised. The first call is spent re-discovering what the buyer already told the website.

WHAT DEVELOPERS NEED

A guide that lives inside the Spatial Lite tour, knows the project better than any human sales consultant, drives the visitor through the right parts of the experience, and hands over a rich, behaviour-annotated lead the moment interest crystallises.

03 THE SOLUTION

What Spatial Agent is

A standalone Spatial OS product solving the guide gap for real estate developers across every online and on-floor surface. At launch, Spatial Agent is an integrated experience inside Spatial Lite. When a visitor opens the link on any device, the agent appears live on the left, greets them in the developer's brand voice, and from that first greeting the visitor can speak or type. Every question becomes a guided step deeper into the project.

EMBEDDED**Inside the experience**

A conversational AI product deployed inside the experience — not a bolt-on chat widget appearing in the corner.

SELF-LEARNING**AI/ML core**

A self-learning core that improves with every visitor interaction. Every project becomes a more intelligent conversation than the one before.

EXPERIENCE-DRIVING**A world-first**

Every answer is paired with a navigation action that takes the visitor to the matching visualisation inside the tour. No other conversational bot in the market does this.

KNOWLEDGE**Developer-owned knowledge base**

Brand story, project details, amenities, interiors, construction materials, and location context.

PERSONA**Persona-tunable**

The developer defines the tone, language mix, and narrative priorities the agent follows.

GENERATIVE**Customisation-capable**

Visitors can ask, in natural language, to change wall finishes, floors, paint palettes, lighting moods, styling — and the agent regenerates the visual in-place.

LIVE CRM**Connected to live inventory**

Salesforce, LeadSquared, Oracle and others — inventory answers reflect real-time availability.

MULTI-MODAL**Text, voice, avatar**

Multi-modal interaction across three progressively immersive tiers, selected by the developer.

LEAD-CAPTURING**Warm sales handoff**

Qualified conversations generate sales-ready leads with full behavioural and customisation-preference analytics for the sales team.

04 THE BRAIN

A brain trained on your project

Every Spatial Agent deployment begins with a **developer-owned knowledge base**. During onboarding the developer supplies the structured content that trains the agent on the project and the brand. This is the single source of truth from which every answer is generated — updateable at any time, with no re-training effort.

KNOWLEDGE

What goes into the knowledge base

Brand story, project master-plan, amenities, interior specifications, construction materials, nearby landmarks with drive-time data, commercial terms, and the persona & moto the agent uses in every conversation.

OWNERSHIP

Developer-governed

The knowledge base is owned and governed by the developer. A new amenity, revised price list, or fresh brand campaign — the agent picks up the change without any re-training effort from the developer's team.

LIVE CRM INTEGRATION — REAL-TIME INVENTORY INSIDE THE CONVERSATION

Static knowledge answers questions about what the project is. A CRM-integrated agent answers questions about what is still available. Spatial Agent connects to the developer's live CRM — Salesforce, LeadSquared, Oracle, or another enterprise system of record — and pulls current inventory state into every conversation.

INVENTORY

Live unit availability

The agent knows which units are sold, blocked, or available as the visitor asks — with current prices, floor-rise, view premiums, and active offers.

GUIDED TOURS

Available-unit navigation

When a visitor expresses interest in a configuration, the agent navigates the Spatial Lite tour directly to an actually available unit of that type.

NATIVE

Lead creation in CRM

When the visitor is ready, the agent creates the lead record natively in the CRM, with full conversation history attached.

CONTINUITY

Handover without re-entry

The sales agent picks up the same CRM record the Spatial Agent has been writing to — no re-entry, no lost context.

The answer to “What 3 BHKs are still available on the park side?” is no longer a guess. Spatial Agent asks the CRM in real time, and answers with today's truth.

05 INTELLIGENCE

Self-learning AI — your voice, smarter every conversation

Every visitor conversation is an additional training signal. As visitors rephrase questions, raise new objections, or ask about aspects not in the initial knowledge base, the agent learns — and the developer’s knowledge base grows with it.

PATTERNS
Question patterns

Which topics visitors ask about most, and in what order — turning visitor curiosity into a tuning signal for the agent’s narrative arc.

LANGUAGES
Language preference

The distribution of English, Hindi, Arabic, Tamil, Malayalam, and other regional languages across the visitor base — surfaced for marketing planning.

GAPS
Unanswered questions

Any query the current knowledge base cannot resolve is flagged for the developer to address. The gaps become the next iteration.

SENTIMENT
Sentiment signals

Enthusiasm, hesitation, and objections — to refine where the agent should pause and re-engage. Where visitors most often want to be taken next.

YOUR BRAND’S VOICE ON EVERY CONVERSATION

Two developers in the same city sell very differently. A luxury brand speaks in a measured, architectural vocabulary. A lifestyle township speaks in family warmth and amenity abundance. A premium commercial developer speaks in investment language. Spatial Agent treats this as a first-class input — the agent doesn’t just answer questions, it answers them in the developer’s voice, deliberately moving toward the next funnel step.

IDENTITY
Name, title, intro style

Formal concierge, approachable host, expert advisor — configured per developer.

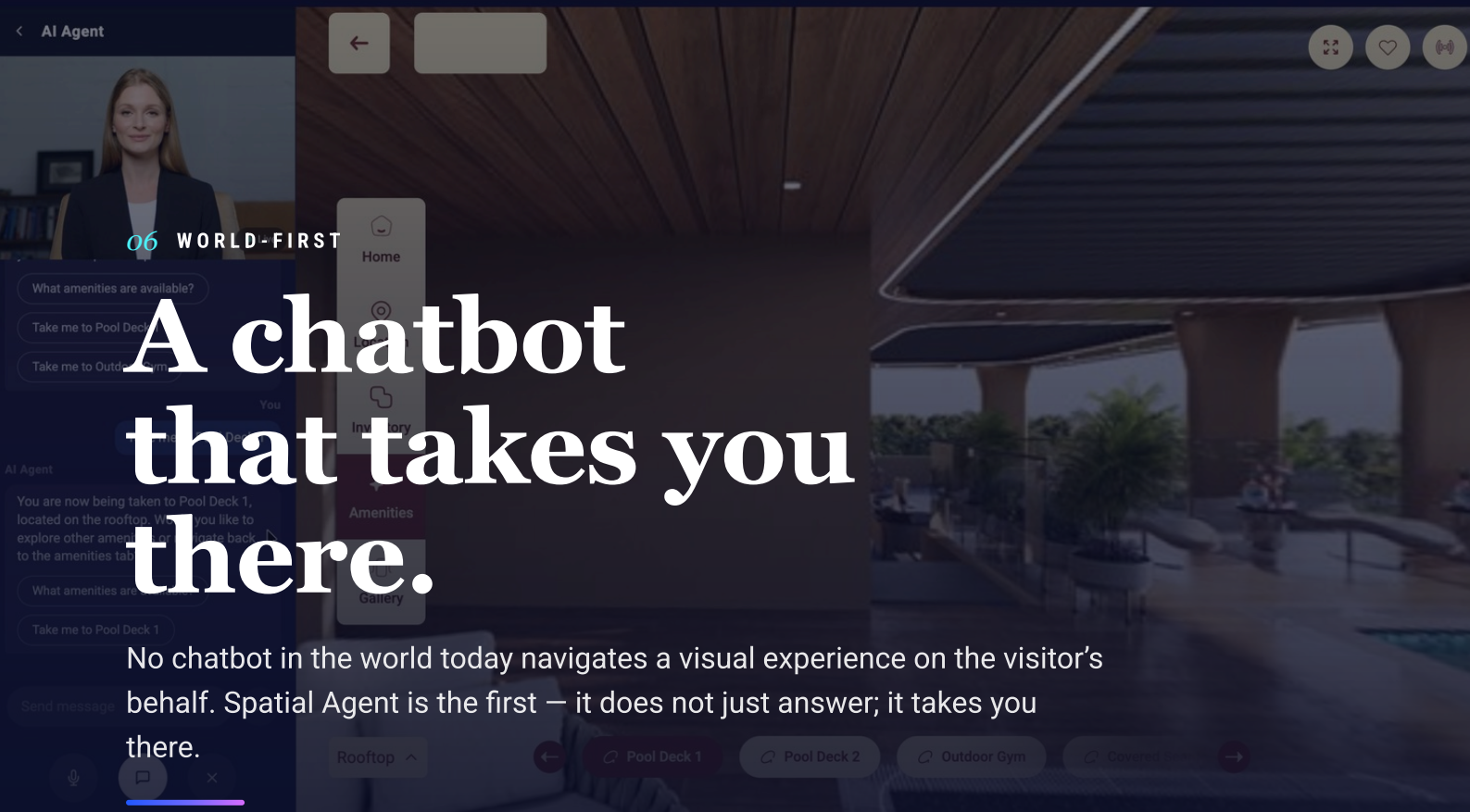
LANGUAGE
Language mix & defaults

Per-market language defaults plus the brand-critical phrases and taboo words the agent observes.

DIRECTION
Moto & escalation

The push direction (book a visit, request a call, reserve a unit) and the rules for when to escalate to a human.

The developer stays in control. The AI suggests updates and highlights gaps; the developer approves and publishes. **Every project becomes a more intelligent conversation than the one before it.**



06 EXPERIENCE-DRIVING

Conversation that drives the experience

Spatial Agent must understand the visitor's intent in natural language, map it to the correct visual asset, know the spatial layout of the tour, coordinate voice + text + visual action simultaneously, and remember the visitor's path so the next question picks up where the last answer landed. **The conversation and the tour move together as one continuous experience.**

HOW IT FLOWS – AN EXAMPLE

Visitor: "What amenities does this project have?"

Spatial Agent: Lists amenity categories – clubhouse, pool, sports, wellness, co-working, children's zones – and closes with "Shall I take you to the amenities zone so you can walk through them?" If the visitor accepts, the agent navigates the Spatial Lite tour directly to the amenity zone – opening a 360° walkthrough, a gallery, an asset interaction, or a close-up material detail. Every answer becomes a door; every door opens to the right visual.

THE FULL NAVIGATION SURFACE SPATIAL AGENT CONTROLS

MASTER-PLAN

Architecture & master-plan

Flythroughs, cross-sections, phasing walkthroughs triggered by the visitor's question.

UNITS

Interior units

Unit tours per configuration, with live-inventory-aware unit selection so the visitor is taken to a unit that is actually available.

GALLERIES

Visual galleries

Static, cinematic image libraries organised by theme, pulled up when a visitor asks to "see more."

LOCATION

Landmarks & connectivity

The location map is opened, the route to the landmark is drawn and highlighted, the landmark's UI is called out, and the drive-time is spoken back.

AMENITIES

Amenity walkthroughs

360° walkthroughs, asset interactions, galleries, and close-up material highlights across every amenity zone.

CLUBHOUSE

Clubhouse walkthroughs

Dedicated clubhouse walkthroughs and photo stories opened in response to lifestyle questions.

DOCUMENTS

Brochures & spec sheets

PDF collateral opened in context, at the right page for the question asked.

MATERIALS

Construction & finishes

Close-up material detail views triggered directly from spec questions – with return navigation to any previous scene on command.

07 GENERATIVE

Let the visitor redesign the unit, in conversation

Spatial Agent does not only take the visitor to the right view. It lets the visitor change what they are looking at. Using generative-AI capabilities, a visitor can ask in natural language to re-finish the space they are standing in, and Spatial Agent regenerates the visual on the fly – in-place, in the same tour, in seconds, as a direct response to the conversation.

For the first time, the buyer is not just looking at the home – they are designing it. Spatial Agent turns the tour into a live customisation studio the visitor drives with their voice.

WALLS**Paint & finishes**

Accent walls, whole-room repaint, warm-vs-cool shifts. Wallpaper, stone cladding, wood panelling, textured plaster, feature-wall treatments.

FLOORING**Floors**

Marble, hardwood species, engineered wood, ceramic and porcelain tile, patterned tile, stone, carpet zones.

CEILING**Ceiling treatments**

Coffered detailing, cove lighting hints, decorative beams – rendered in-place.

KITCHEN**Kitchen & wardrobes**

Cabinet colour, handle style, countertop material (quartz, marble, granite, concrete), backsplash.

BATH**Bathroom finishes**

Tile pattern, vanity material, mirror treatment, fixture tone.

LIGHTING**Lighting moods**

Daylight, golden hour, evening warm, night cinematic – regenerated for the same view.

STYLING**Furniture & styling**

Contemporary, classic, minimal, maximalist, family-friendly – rendered into the unit as a dressed-set preview.

VIEWS**Outdoor views**

Balcony/terrace planting, view dressing, sky conditions.

BRAND-SAFE**Gated to brand finishes**

Developers can gate the palette to brand-approved options – visitors only see what the developer actually offers.

Why this matters to developers

Higher engagement · stronger conversion (ownership attachment forms before the site visit) · upsell intelligence (every change is a preference signal sales can price on the call) · brand-safe by design · one platform, no third-party tool chain.

08 TIERS

Three modes. One agent.

Every tier shares the same AI brain, knowledge base, CRM integration, and intelligent-navigation behaviour. The difference is how the agent presents itself to the visitor.

TIER	INTERACTION	HOW IT APPEARS TO THE VISITOR
Tier 1 – Text Only	Text chat	Visitor reads and types. The agent answers in text and proposes the next visual destination as a clickable suggestion. Lightweight, fast, works in any network condition.
Tier 2 – Text + Voice	Text + spoken voice	Visitor can type or speak. The agent replies in both voice and text simultaneously, with ElevenLabs-grade speech synthesis. The spoken answer carries the developer’s chosen persona and language.
Tier 3 – Text + Voice + Avatar	Full human-like avatar	A fully animated avatar appears on the left of the Spatial Lite experience, speaking and lip-synching to every response. Two avatar options are available – see below.

TIER 3 – TWO AVATAR OPTIONS

OPTION	ENGINE	TRADE-OFF
Option A – PROPVR Avatar	PROPVR LLM + ElevenLabs voice + PROPVR-built lip-synced avatar	Good-looking, reliably lip-synced avatar built in-house. Lower cost, faster deployment, more generous run-time economics for large traffic footprints.
Option B – Heygen Live Avatar	PROPVR LLM + Heygen live-avatar solution	Premium photorealistic avatar driven by the PROPVR LLM. Highest visual fidelity. Higher operating cost – recommended for flagship and luxury launches.

The AI brain is ours in every tier. The visual surface scales with ambition: from a fast text thread, to a voice-enabled concierge, to a photorealistic human-like avatar who walks a visitor through the project.

09 CONVERSION

From conversation to conversion

The goal of Spatial Agent is not to answer questions in isolation. It is to move high-intent visitors forward in the funnel – without breaking the experience. The transition from anonymous browser session to qualified sales conversation happens in three moves.

<p>STEP 01</p> <p>Lead collection</p> <p>At the right conversational moment – determined by persona rules and engagement signals – the agent asks for contact details in natural language. A lead record is created in the CRM in real time, with full conversation attached.</p>	<p>STEP 02</p> <p>Call connect</p> <p>If the visitor is ready to speak to a human, the agent connects a live call to the developer’s sales team straight from the experience. No number to hunt for, no callback form to wait on.</p>	<p>STEP 03</p> <p>Warm handoff with analytics</p> <p>Before the sales team speaks, they receive an analytics report on the visitor’s behaviour – what they asked, what they viewed, which amenities they lingered on, which objections they raised. The first call is no longer cold discovery; it is a continuation of a conversation that has already happened.</p>
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THE ANALYTICS REPORT – WHAT SALES SEES BEFORE THE CALL

SECTION	WHAT IT CONTAINS
Visitor profile	Name, contact, location/IP region, device, session length, language used with the agent.
Interest map	Which amenities, landmarks, unit configurations, and interior features the visitor asked about and spent time viewing – ranked by dwell and repeat mentions.
Inventory intent	The specific unit type(s), floor bands, and view preferences explored. Whether a specific available unit was toured.
Commercial signals	Pricing ranges asked about, payment-plan interest, financing questions, offer-related questions.
Customisation preferences	Every finish, palette, material, and lighting choice the visitor tried – surfaced as an upsell-ready preferences sheet the sales agent can price on the call.
Objections & open questions	Every unresolved concern raised during the conversation – surfaced as a checklist for the sales agent.
Conversation transcript	Full turn-by-turn transcript, with timestamps and the visual destinations the agent navigated to in the tour.

Your sales agent opens the call already knowing what matters to the buyer. The first 30 seconds stop being discovery and start being advancement.

10 USE CASES

Use cases for real estate developers

LAUNCHES

Primary launches

Pair every Spatial Lite launch link with Spatial Agent from day one. The same immersive web experience that attracts the click now converts it – visitors are greeted, guided, answered, and qualified without waiting for a site visit.

CAMPAIGNS

Exhibition & campaign traffic

Campaign landing pages and exhibition follow-ups can send every lead directly into the Spatial Lite link. Instead of a marketing form and a chase call, the visitor meets Spatial Agent – and qualifies themselves through behaviour.

PORTFOLIO

Multi-project brands

Large developers can roll Spatial Agent across an entire portfolio. The brand persona stays consistent; the project knowledge base and CRM integration are specific to each development. One voice, every project, every market.

NRI

NRI & cross-border sales

Overseas buyers often browse at night in the developer's time zone. Spatial Agent is always on, always fluent in the visitor's language, and always ready to connect to sales during their business hours – with a complete analytics report waiting when the team logs in.

PARTNERS

Portfolio & channel-partner enablement

For channel partners and brokers, a Spatial Lite link with Spatial Agent becomes a full project explainer they can send to prospects. The partner no longer has to be the expert – the agent is.

11 ECOSYSTEM

Spatial Agent in the Spatial ecosystem

Spatial Agent is a product in the Spatial OS product family. It sits alongside Spatial Lite, Spatial Twin, Spatial World, Spatial Guide, and Spatial Cities – built on the shared Spatial OS core. Developers can start with Spatial Agent on Spatial Lite and extend the same branded AI voice into their experience centre via Spatial Avatar, creating a consistent on-brand presence online and on-floor.

PRODUCT	WHAT IT IS	RELATIONSHIP TO SPATIAL AGENT
Spatial OS	Core platform powering every PROPVR product	Spatial Agent runs on Spatial OS.
Spatial Lite	Web-based immersive portfolio platform	First launch surface for Spatial Agent – the agent appears live on the left of the Spatial Lite experience.
Spatial Twin	Real-time 3D walkthroughs, photorealistic quality	Spatial Agent can guide visitors through Spatial Twin walkthroughs when linked.
Spatial World	Spatial intelligence platform for interactive worlds	Shared content layer for landmarks, maps, and master-plans.
Spatial Guide	Video-enabled remote sales showcase	Human counterpart – agents can take over live when Spatial Agent hands off.
Spatial Cities	Twin-city creations – urban digital twins	Spatial Agent can serve city-scale narratives when projects sit inside a Spatial City.
Spatial Avatar (Experience Centre)	AI avatar inside a holographic display – hardware product in the Immersive Experience Centre solution	Companion to Spatial Agent on the showroom floor; shares AI lineage for a consistent brand voice online and on-premise.

12 IMPLEMENTATION

A phased rollout in weeks, not quarters

01 WEEK 1 **Knowledge base & persona**

Brand guidelines, project master-plan, amenity inventory, interior specs, construction materials, location and landmark data, pricing & offers, and the persona direction.

02 WEEK 2 **CRM integration**

CRM API access and inventory-field mapping (Salesforce, LeadSquared, Oracle, or other). Live inventory wiring to the agent.

03 WEEK 3 **Tier & voice setup**

Text / Text+Voice / Text+Voice+Avatar selection – and for Tier 3, choice between PROPVR Avatar and Heygen live avatar.

04 WEEK 4 **Pilot testing**

A nominated test group and a sales-team review session to calibrate the analytics handoff report. Calibration before public launch.

05 WEEK 5 **Go-live & continuous improvement**

Public launch of the Spatial Lite link with Spatial Agent active. Weekly learning reports from the self-learning loop. PROPVR provides go-live support and a dedicated success manager.

Live on your next project within weeks

If your next launch deserves a guide – one that is always awake, answers in your voice, knows your inventory to the minute, and hands your sales team a warm, fully briefed buyer – speak to us.



CONTACT US

Give your tour a guide.

If your next launch deserves an agent that is always awake, answers in your voice, knows your inventory to the minute, and hands your sales team a warm, fully briefed buyer — reach out. Spatial Agent for Spatial Lite can be live on your next project within weeks.

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