

PROPVR SPATIAL OS

Spatial Holo

Interactive 3D holographic model viewer for real estate experience centers

Hardware + Software + Content + Integration — one partner, one solution. Cube & Vista holobox, built on Unreal Engine, 22" to 86".

CUBE & VISTA HOLOBOX

UNREAL ENGINE

22" - 86"

ONE PARTNER

01 WHITEPAPER

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01 EXECUTIVE SUMMARY

A miniature building, floating in space

The real estate industry is undergoing a fundamental shift in how properties are presented and sold. Buyers expect immersive, interactive experiences that go far beyond static renderings and printed brochures. Physical scale models, while impressive, are expensive to build, impossible to update, and limited to a single project per model.

Spatial Holo is a product within the PROPVR Spatial OS platform that transforms how real estate projects are presented to buyers. It displays a photorealistic, interactive 3D digital model of any real estate project inside a holographic display cabinet (holobox), creating the illusion of a miniature building floating in three-dimensional space. Visitors interact with the model through touch – rotating, zooming, selecting buildings, exploring floor plans, and viewing isometric 3D layouts of individual units.

Available in two hardware form factors – the **Cube** (vertical, for high-rise towers) and the **Vista** (horizontal, for villas, masterplans, and community clusters) – Spatial Holo delivers an experience that is more engaging than a physical model, more informative than a brochure, and more memorable than any screen-based presentation.

“A miniature building floating inside a glass cabinet. More engaging than a physical model, more informative than a brochure, and more memorable than any screen.”

THE SPATIAL HOLO THESIS

02 THE PROBLEM

The limits of traditional presentation tools

Developers invest heavily in sales galleries and experience centres to convert prospects into buyers. Yet the tools used in most galleries today have significant limitations.

PHYSICAL SCALE MODELS

COST

Expensive to produce

₹10–25 lakh per project, with lead times of 4–12 weeks. Fragile, expensive to transport to exhibitions or satellite offices.

STATIC

Cannot be updated

Designs change — physical models do not. Updating means weeks of manual rework plus additional cost, or starting from scratch.

EXTERIOR-ONLY

Cannot show interiors

Show only the building exterior. Buyers cannot see unit layouts, room proportions, or how the floor plan flows.

SINGLE-USE

One model per build

Limited to a single project. A developer with five projects needs five physical models — and storage space for all of them.

PASSIVE

No interactivity

Visitors can only look, not engage. No way to compare units, filter availability, or drill into floor plans.

STICKERS

Manual inventory

Unit availability tracked with hand-stuck stickers. The wall of the model is a giant analogue spreadsheet — outdated the moment a unit sells.

SCREEN-BASED PRESENTATIONS

Flat 2D screens lack depth and spatial context. Rendered images and videos are passive — the buyer has no control. Generic touchscreen kiosks blend into the background and fail to create a memorable first impression. **Screens are everywhere; they do not differentiate the sales experience.**

03 THE SOLUTION

A miniature building, floating in space.

A photoreal 3D model inside a transparent holographic cabinet — rotate, zoom, and explore at a touch. More engaging than a physical model, more informative than a brochure, more memorable than any screen.

03 THE SOLUTION

The solution — Spatial Holo

A software application running on the PROPVR Spatial OS platform, deployed inside a holobox — a transparent LCD display cabinet that creates a life-like holographic effect. The application renders a photoreal 3D model of the real estate project in real time, allowing visitors to interact with it through touch.



VISTA HOLOBOX — PREMIUM CLIENT INSTALL WITH PAIRED KIOSK

The 3D model appears to float inside the box as a volumetric, three-dimensional object. Unlike a screen, which displays a flat image, the holobox creates genuine visual depth — buildings look like miniature physical structures standing inside a glass cabinet.

HOW VISITORS INTERACT

DIRECT TOUCH

Direct touch on the holobox

The holobox's built-in infrared touch overlay allows visitors to interact directly on the transparent display surface — tapping, swiping, pinching to zoom, and rotating the model.

PAIRED KIOSK

Paired kiosk control

A separate touchscreen kiosk is connected to the holobox. Visitors control the model on the kiosk while the holobox renders the holographic view — the preferred configuration for premium installations because it keeps the display surface pristine.

04 FORM FACTORS

Two form factors — Cube & Vista

Two distinct hardware designs — each engineered for the geometry of the project it shows. Both available in sizes from 22" to 86".



CUBE · KARMA DEVELOPERS PREMIUM GALLERY



VISTA · MASTERPLAN IN A PREMIUM LOBBY

CUBE · VERTICAL

For high-rise towers

A portrait-orientation, vertical holographic display cabinet. Its tall, upright aspect ratio matches tower proportions — high-rise buildings appear at natural scale inside the enclosure, with maximum visual impact.

ORIENTATION	Portrait / vertical
ASPECT	Matches tower proportions
SIZES	22" to 86"
BEST FOR	High-rise residential & mixed-use towers

VISTA · HORIZONTAL

For villas, masterplans & communities

A landscape-orientation, horizontal holographic display cabinet. Its wide aspect matches spread-out layouts — villa communities, masterplans, and cluster developments appear at natural proportions.

ORIENTATION	Landscape / horizontal
ASPECT	Matches masterplan layouts
SIZES	22" to 86"
BEST FOR	Villas, masterplans, community clusters

ONE SOFTWARE, TWO FORM FACTORS

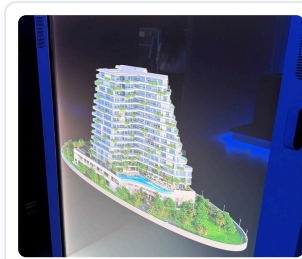
A developer with a portfolio of towers AND community projects deploys Cube and Vista side-by-side in the same gallery — both running the same Spatial Holo software, managed from a single CMS.

05 CAPABILITIES

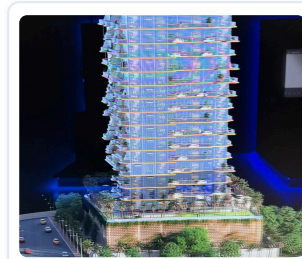
Features & capabilities



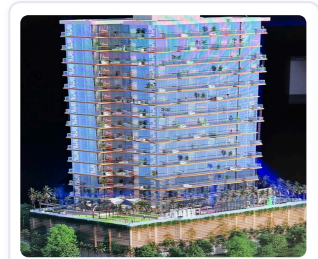
HIGH-RISE TOWER



TIERED RESIDENCES



NIGHT-TIME RENDER



CURVED FACADE

MASTERPLAN
Masterplan navigation

360° rotation from any angle. Zoom into individual buildings, clusters, or plots. Tap a tower or villa to isolate it. Toggle amenity overlays — pool, gym, park, retail, parking, mosque, school. Switch between day, sunset, and night lighting.

SALES TOOLS
Sales & marketing tools

Integrated floor plan viewer with dimensions & sq ft. Payment plan display with configurable installments. Brochures & fact sheets in-interface. Location map with landmark/metro/highway distances. QR generation to save unit details to phone.

FLOOR
Building & floor exploration

Select a floor within a tower to see its layout and unit distribution. Tap individual units to view details. Colour-coded availability — available (green), reserved (amber), sold (red). Filter units by type (studio, 1BR, 2BR, 3BR, penthouse).

CMS
Content management

Remote CMS to update pricing, availability, and content without site visits. Multi-project support — switch between projects on the same holobox. Scheduled demo reels auto-play when no interaction is detected.

UNIT
Isometric 3D unit views

Detailed isometric 3D views of individual unit interiors. Shows room proportions, spatial flow, furniture placement, balcony orientation. Viewed from an elevated angle that preserves the holographic 3D effect. Available for every unit type.

ANALYTICS
Visitor analytics

Session tracking, interaction heatmaps, unit popularity scoring, and dashboards on dwell time and visitor behaviour — informing pricing and inventory decisions.

06 PHILOSOPHY

Holographic design philosophy

Engineered specifically for holographic displays, not adapted from a screen-based application. Every design decision prioritises maintaining the three-dimensional illusion that makes the holobox a premium experience.

VOLUMETRIC

Why isometric, not interior walkthroughs

The holobox creates depth by rendering content against the illuminated interior of the cabinet. This works when the content stays volumetric and object-like — a building model floating in space, an isometric view of a floor plan showing depth.

COMPANION

For full walkthroughs, Tour & Cave

Clients who require full interior walkthroughs use **Spatial Tour** (VR headset) or **Spatial Cave** (immersive room) — complementary products in the Spatial OS family purpose-built for that experience.

ILLUSION

Don't break the magic

When a camera zooms deep into a room, the content transitions from a 3D object to a flat, screen-like rendered environment. The holographic illusion breaks, and the display looks like a regular TV showing a virtual tour.

RENDERING

Rendering for transparency

Standard 3D apps render against opaque backgrounds. Spatial Holo renders against a transparent LCD panel — tuned lighting, material shaders, and background contrast settings ensure the model appears solid and three-dimensional through the screen, across varying ambient light.

WOW FACTOR BY DESIGN

Spatial Holo intentionally limits zoom depth to preserve the holographic wow factor. It shows detailed isometric 3D views of unit interiors from an elevated angle — revealing room layout, proportions, and furniture placement — without transitioning into first-person walkthroughs that would compromise the visual effect.

07 ARCHITECTURE

Technical architecture

SOFTWARE STACK

COMPONENT	DETAILS
Rendering engine	Unreal Engine (latest stable release)
Platform	PROPVR Spatial OS – shared data pipeline across all Spatial products
Application	Spatial Holo – proprietary module optimised for holographic display
3D model formats	FBX, OBJ, GLTF/GLB, native Unreal packages
Data layer	Real-time sync with CMS for pricing, availability, and content updates
Touch input	Infrared touch overlay (built-in) or external kiosk via network bridge
Analytics	Session tracking, interaction heatmaps, unit popularity scoring

HARDWARE SPECIFICATIONS

SPECIFICATION	DETAILS
Display	4K transparent LCD (3840 × 2160) with LED backlighting
Form factors	Cube (vertical) and Vista (horizontal)
Size range	22", 32", 43", 55", 65", 75", 86"
Transparency	Up to 70% light transmission
Touch	Built-in infrared multi-touch overlay
Camera	4K with face-tracking capability
Audio	Integrated directional speakers
Connectivity	Wi-Fi, Ethernet, HDMI, USB, 4G/5G SIM slot
Compute	Embedded processing unit (Windows / Android)
Power	Standard AC, typically under 500W
Setup	Plug-and-play, operational in under 30 minutes

Data pipeline: Spatial Holo connects to the Spatial OS data pipeline. Update a unit's status once – it reflects across holobox, kiosk, VR station, and immersive room simultaneously.

08 DEPLOYMENT

Five ways to deploy Spatial Holo

GALLERY

Sales gallery (permanent)

The primary deployment. An 86" Cube displays the hero tower in the main gallery; a 65" Vista shows the community masterplan. Both paired with Spatial Touch kiosks for interaction, keeping the holographic displays pristine. Content managed remotely via CMS.

BROKER

Broker office

A 43" or 55" unit in a brokerage meeting room. During client consultations the broker presents projects interactively – selecting the client's preferred floor, showing the view from that level, comparing unit types side by side.

MULTI-PROJECT

Multi-project experience centre

A developer with five active projects deploys five holoboxes in a single experience centre – three Cube units for tower projects, two Vista units for community developments. All connected to the same Spatial OS backend, all managed from a single CMS dashboard.

EVENTS

Exhibition booth (temporary)

A 55" or 65" holobox transported to Cityscape, IPS, or Arabian Property Show. Setup under an hour. The holographic display draws foot traffic from across the exhibition hall. Multiple projects can be loaded and switched on the same unit.

RETAIL

Mall activation

A temporary pop-up in a high-footfall mall. The holobox is the anchor visual that stops foot traffic; staff use the paired kiosk to walk visitors through the project. Lead-capture forms integrated into the interface.

09 CLIENT DEPLOYMENTS

Featured client installations

Four named client deployments – project launches, flagship sales galleries, premium developer galleries, and government future-city visualisation.

DANUBE DIAMOND

Project launch

Cube holobox at the Danube Diamond tower launch – vivid blue-lit volumetric render as the flagship marketing centrepiece.

UAE LEADERSHIP VISIT

Flagship gallery

Vista holobox installed at the developer's flagship sales gallery – visible in the background while dignitaries review the physical scale model during a high-profile UAE leadership visit.

KARMA DEVELOPERS

Premium developer gallery

Cube holobox with branded KARMA touch kiosk in a premium sales gallery overlooking the Dubai skyline – deployed across multiple tower launches.

ABU DHABI GOVERNMENT

Future city visualisation

Vista holobox deployed for an Abu Dhabi government future-city visualisation – officials and visitors exploring the masterplan via the touch kiosk.

“From a tower launch to a head-of-state walkthrough to a government masterplan review – the same Spatial Holo product, the same wow factor, at every tier of the market.”

09 ROI

Spatial Holo vs physical scale model

FACTOR	PHYSICAL SCALE MODEL	SPATIAL HOLO
Upfront cost	₹10–25 lakh per project	Fraction of the cost using existing 3D visualisation files
Lead time	4–12 weeks	Days to optimise existing 3D assets
Updates	Weeks of manual rework + additional cost	Instant via CMS
Multi-project	One model per build	Unlimited projects on one device
Transport	Crating, shipping, insurance	Self-contained portable unit
Interactivity	None	Full touch interaction with data overlays
Lifespan	One project lifecycle	Reusable across projects for years
Interior views	Not possible	Isometric 3D views of every unit type
Availability tracking	Manual stickers	Live colour-coded status from CMS

REVENUE IMPACT

ENGAGEMENT

2–4× dwell time

Holographic displays increase visitor dwell time by 2–4× compared to flat screens, extending the engagement window for sales staff.

REACH

Multi-language outreach

Multi-language support enables a single installation to serve international buyers without additional staffing.

VELOCITY

Faster shortlist

Interactive unit selection reduces the time from enquiry to shortlist, accelerating the sales cycle.

BUZZ

Organic social reach

The visual spectacle generates organic social-media content, extending reach beyond the physical venue.

10 ECOSYSTEM

Part of the Spatial OS ecosystem

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

PRODUCT	DESCRIPTION
Spatial Holo	Interactive 3D holographic model viewer (Cube & Vista holobox)
Spatial Agent	AI-powered avatar assistant inside the holobox for conversational Q&A
Spatial Touch	Touchscreen kiosk app for masterplan exploration and unit browsing
Spatial Cave	Multi-wall immersive room for cinematic walkthroughs
Spatial Tour	VR headset station for first-person interior walkthroughs
Spatial Lens	AR on-site visualisation via phone or tablet
Spatial Table	Interactive tangible tabletop for collaborative sales presentations
Spatial Drive	Immersive buggy ride simulation through the community
Spatial Map	Projection mapping system for physical scale models

“A developer deploying Spatial Holo today can add Spatial Agent, Spatial Touch, or any other product later without rebuilding content. The same 3D project assets power every product in the ecosystem.”

11 IMPLEMENTATION

2–4 weeks from onboarding to go-live

A straightforward six-step process. PROPVR manages content optimisation, application configuration, hardware deployment, and ongoing support.

01 STEP 1 Project onboarding

PROPVR receives your existing 3D project files – architectural models, CGI assets, BIM exports, or walkthrough source. If 3D assets do not exist, PROPVR can produce them.

02 STEP 2 Asset optimisation

3D models optimised for real-time rendering on the holobox – material tuning for transparent LCD, LOD setup, and lighting calibration.

03 STEP 3 App configuration

Configured with your project data: unit inventory, pricing, floor plans, availability, amenity info, brochures, and payment plans.

04 STEP 4 Hardware deployment

Holobox hardware (Cube, Vista, or both) delivered, installed, and calibrated at your venue. Plug-and-play setup typically takes under 30 minutes.

05 STEP 5 Testing & handover

Full system testing, staff training on the CMS dashboard, and handover documentation. Your team can update inventory and pricing the moment you go live.

06 STEP 6 Ongoing support

Remote monitoring, content updates, and technical support. Availability and pricing can be updated by your team directly via the CMS at any time.

TYPICAL TIMELINE: 2–4 WEEKS

From onboarding to go-live, depending on the complexity and readiness of existing 3D assets.

CONTACT US

Make your project float inside the box.

Whether you are launching a single project or building a multi-project experience centre, PROPVR provides end-to-end delivery from content creation to hardware deployment and ongoing support — from one partner.

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