

PROPVR SPATIAL OS

Spatial Lens

AR Tablet Viewer — the intelligent alternative to physical scale models

Augmented Reality + Real-Time 3D + Spatial OS — every project, any space, one tablet.

AR VISUALISATION

IPAD PRO & ANDROID

REAL-TIME 3D

ZERO FOOTPRINT

01 WHITEPAPER

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01 EXECUTIVE SUMMARY

The scale model, in a tablet bag

A well-crafted physical scale model has been the centrepiece of every sales gallery for decades. But it is expensive (₹5–25 lakh, ₹50–75 lakh for giga projects), it consumes 64–144 sq ft of floor space, it cannot be updated when availability or phases change, and it is permanently fixed to one location. For developers in compact galleries, temporary marketing offices, or exhibition booths, the physical model is the constraint.

Spatial Lens is PROPVR's AR tablet viewer that replaces and enhances the physical scale model. Using an iPad Pro, Android tablet, or any AR-capable device, it projects a photoreal interactive 3D model of the entire project directly onto any flat surface – desk, table, gallery floor, exhibition stand. Walk around it. Pinch to zoom. Tap a building to see available units. Tap a unit to walk through the interior. Switch project phases. Compare configurations. All from a single tablet, in any space, with **zero physical footprint**.

Built on Spatial OS, sharing the same Unreal Engine 3D assets, data pipeline, and CMS as every other Spatial product. Content created for Spatial Holo, Cave, or Touch is instantly available on Lens – no duplication, no additional production cost.

“The scale model is no longer a physical object. It is a digital asset that travels with you, updates in real time, and fits in a tablet bag. Spatial Lens makes every surface a sales gallery.”

THE SPATIAL LENS THESIS

02 THE PROBLEM

When scale models become the constraint

Physical scale models have been the gold standard for generations. But the industry has evolved in ways that make the traditional approach increasingly problematic.

SPACE

Space constraints

A masterplan model needs 8ft × 8ft minimum — 12ft × 12ft for giga projects. In a 400–600 sq ft sales gallery, the model alone consumes **30–50% of usable area**, leaving insufficient room for meeting areas and customer flow.

STATIC

Cannot travel

Models cannot travel. Developers at exhibitions and roadshows must build separate, smaller models for each event (more cost) or rely on flat-screen presentations that lack 3D impact. A compromised experience at the moments where first impressions matter most.

BUDGET

Budget constraints

A detailed model costs **₹5–25 lakh** for a mid-sized residential project. Giga and smart-city models can exceed ₹50–75 lakh. Multi-phase projects multiply the cost as each launch needs updates or entirely new builds.

PASSIVE

No interactivity

A physical model is a passive object. Visitors cannot tap a building for floor plans, select a unit for pricing, walk through an interior, or switch between day and night. One perspective only — bird's eye view — with no exploratory experience.

FROZEN

Static & outdated

A physical model is frozen in time. Sold units don't update. New phases need rebuilds. Pricing changes, design revisions, and phasing updates cannot be reflected. Visitors see a model weeks or months out of date.

CHOICE

The forced trade-off

Developers face a difficult choice: invest heavily in a model that is expensive, space-consuming, static, and non-interactive — or forgo the scale model entirely and lose the three-dimensional presentation impact that drives buyer confidence.

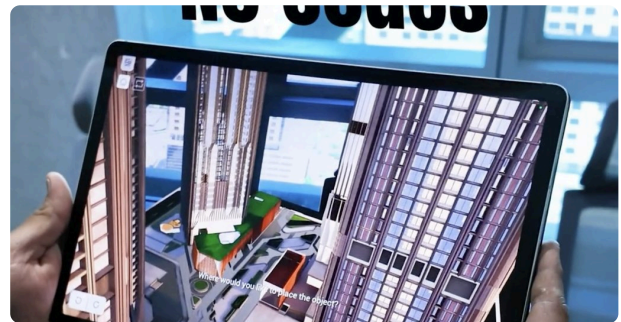
03 THE SOLUTION

Spatial Lens — AR scale model on a tablet

Not a compromise or a digital substitute — a superior alternative that transforms how real estate projects are presented, experienced, and sold. Eliminates every constraint of the physical model while adding capabilities a physical model can never provide.



NO MARKERS — JUST OPEN AND VIEW



NO CODES — NO QR SETUP REQUIRED

AR
Photoreal AR on any surface

Uses iPad Pro LiDAR or Android ARCore to detect flat surfaces and project a full 3D model onto any table, desk, or floor. Walk around to see the project from every angle.

LIVE DATA
Real-time updates

Pricing, availability, phase launches, and design revisions reflect automatically via the Spatial OS CMS. Always current — something a physical model can never achieve.

ZERO FOOTPRINT
Any space, any room

No dedicated floor area. The compact sales gallery, the boardroom, the exhibition booth, the client's living room — every flat surface becomes a sales gallery.

PORTABLE
Travels in a tablet bag

The entire project presentation fits in a carry-on. Hotel ballrooms, co-working spaces, and overseas roadshows now carry the same impact as the flagship gallery.

Spatial Lens turns every table into a sales gallery, every exhibition booth into an experience centre, and every client meeting into an immersive presentation — all from a single tablet.

04 HOW IT WORKS

From tablet launch to lead capture — 6 steps

Uses the AR capabilities of modern tablets (iPad Pro with LiDAR, high-end Android with ARCore) to detect flat surfaces and project a fully rendered 3D Unreal Engine scene onto them.



PLACE & EXPLORE — AGENT PLACING THE MODEL ON A TABLE MID-MEETING

01 STEP 1 Launch

The sales agent opens Spatial Lens on the tablet and selects the project from the developer's portfolio.

02 STEP 2 Surface detection

The tablet camera scans the surface (table, desk, floor) and detects a flat plane in real time.

03 STEP 3 Place model

The full 3D masterplan model appears on the surface in AR. Walk around the table to see the project from every angle.

04 STEP 4 Explore

Pinch to zoom, rotate with two fingers, tap buildings to highlight, and drill into unit-level detail.

05 STEP 5 Drill down

Tap any unit to launch an interior walkthrough, view floor plans, check pricing, and see real-time availability.

06 STEP 6 Capture lead

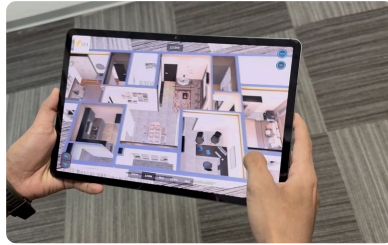
Interested visitors provide details directly on the tablet. Lead data flows into the developer's CRM with full session context.

05 CAPABILITIES

Key features & capabilities



MASTERPLAN · TOWER PORTFOLIO



MULTI-UNIT · INTERIOR GRID



INTERIOR · BEDROOM WALKTHROUGH

AR
Surface detection & placement

LiDAR on iPad Pro or camera-based SLAM on Android for accurate, stable placement. The model anchors in place as you move around it.

TAP-TO-UNIT
Interactive unit selection

Tap any building to see units, floor plans, pricing, and availability. Sold / reserved / available are colour-coded from the CMS.

LIVE DATA
Real-time data integration

Pricing, availability, new renders, and phase launches reflect in AR automatically via Spatial OS CMS.

PHOTOREAL
Real-time 3D rendering

Unreal Engine photoreal rendering with dynamic lighting, material shading, environment reflections, and time-of-day simulation.

INTERIORS
Interior walkthroughs from AR

Select a unit to launch a full 3D interior walkthrough on the same tablet, same session – no app switching.

CRM
Lead capture & CRM

Integrated lead forms within the AR experience. Which units viewed, dwell time per section, and preferences flow into the CRM.

ZOOM
Multi-scale viewing

Seamlessly transition: masterplan → district → building → individual unit → interior. All in one continuous experience.

PORTFOLIO
Multi-project support

A single tablet holds every project in the portfolio. Switch instantly – no hardware change, no storage rooms full of physical models.

EXHIBITION
Exhibition & roadshow mode

Large-screen casting projects the tablet's AR view onto a display for group presentations while the tablet remains the controller.

Offline capability: Pre-loaded 3D assets allow Spatial Lens to function fully offline – essential for exhibitions, remote site visits, or unreliable connectivity. Data syncs automatically when connection returns.

06 ARCHITECTURE

Technical architecture

SOFTWARE STACK

COMPONENT	DETAILS
Rendering engine	Unreal Engine (latest stable)
AR framework	ARKit (iOS) / ARCore (Android) with custom PROPVR AR layer
Platform	PROPVR Spatial OS – shared data pipeline across all Spatial products
Application	Spatial Lens native app – iOS (iPad Pro) and Android tablet
Data layer	Real-time sync with CMS for pricing, availability, floor plans
Content delivery	Cloud-based asset streaming with local caching for offline use
Analytics	Session tracking, unit interest heatmaps, dwell time, lead scoring
CRM integration	Native integration with major CRM platforms

HARDWARE COMPATIBILITY

SPECIFICATION	DETAILS
Primary device	iPad Pro 11" / 12.9" (M-series chip, LiDAR scanner)
Android support	High-end Android tablets with ARCore (Samsung Galaxy Tab S series)
Display output	AirPlay / screen mirroring to large displays for group presentations
Connectivity	Wi-Fi for CMS sync; full offline operation with pre-loaded assets
Storage	8–32 GB per project (varies by model complexity and interior count)
Battery	4–6 hours continuous AR operation on iPad Pro

07 USE CASES

Where Spatial Lens earns its keep

SMALL GALLERY
Small sales galleries

Compact 300–800 sq ft galleries present the full masterplan in AR without sacrificing floor space. A coffee table or standing counter becomes a fully immersive 3D presentation surface.

REPLACEMENT
Physical model replacement

Equivalent or superior visual impact at a fraction of the cost, with interactivity, real-time updates, and zero maintenance. For multi-phase projects, every update is a CMS change – not a new physical build.

EXHIBITIONS
Property exhibitions & trade shows

Present the entire portfolio at a booth using just a few tablets – no shipping, no setup, no assembly, no damage risk. More engaging than a static physical model, infinitely more portable.

NRI ROADSHOW
Overseas roadshows & NRI marketing

Indian developers marketing to NRI buyers across the Gulf, UK, US, and SE Asia – no border logistics. The entire project travels in a carry-on. Any flat surface becomes the presentation space.

ON-SITE
On-site visits during construction

Buyers see scaffolding and concrete. Place the completed-project model on a site-office table for a clear visualisation of the finished project alongside the real-world construction context visible through the windows.

BOARDROOM
Client meetings & boardroom

Place the masterplan on the boardroom table for investors, government authorities, or sovereign wealth funds. Walk stakeholders through the community and drill into any area – all in real time, all from one tablet.

GIGA
Smart city & giga project showcases

Giga projects spanning thousands of hectares can't be meaningfully captured by a single physical model. Spatial Lens shows the full project at masterplan level with seamless zoom into districts, neighbourhoods, and buildings. Multiple stakeholders view the same model simultaneously on different tablets, each exploring their area of interest.

08 | COMPARISON

Physical scale model vs Spatial Lens

Side-by-side, the gap between a frozen physical object and a live digital asset is visible at every capability.

CAPABILITY	PHYSICAL SCALE MODEL	PROPVR SPATIAL LENS
3D visualization	Fixed physical model	Photoreal AR 3D model on any surface
Space required	8ft × 8ft to 12ft × 12ft	Zero – any flat surface, any room
Cost	₹5–25 lakh+ per model	Fraction of physical model cost
Portability	Permanently fixed to one location	Travels in a tablet bag to any event
Interactivity	None – passive viewing	Tap, zoom, rotate, explore, drill-down
Updates	Rebuild required (weeks, ₹₹₹)	Real-time CMS update (instant, remote)
Unit availability	Not reflected	Live availability from CRM / CMS
Interior walkthroughs	Not possible	Tap any unit to enter 3D interior
Multiple projects	Separate model per project	All projects on one tablet
Exhibition use	Requires separate model or skip	Same tablet, any booth, any country
Analytics	None	Session tracking, unit interest, dwell time
Ecosystem	Standalone object	Part of Spatial OS – shared content across 9 products

09 ROI

Cost comparison & business impact

FACTOR	PHYSICAL SCALE MODEL	SPATIAL LENS
Initial cost	₹5–25 lakh+	Fraction of physical model cost
Phase updates	₹2–5 lakh per update	Included – CMS update (free)
Floor space	64–144 sq ft dedicated	Zero – any surface
Portability	Fixed – cannot move	Unlimited – travels anywhere
Multi-project	Separate model per project	All projects on one tablet
Exhibition cost	₹10–20k per event (logistics)	Zero – same tablet
Maintenance	Cleaning, repairs, storage	None – digital asset
Shelf life	Outdated after each change	Always current via CMS
3-year TCO (3 projects)	₹30–50 lakh	Significantly lower

BUSINESS IMPACT

SPACE

Space recovery
 Reclaim 30–50% of gallery floor space – better customer flow and room for additional sales tools.

REACH

Exhibition ROI
 Present the full portfolio at every exhibition without model-logistics cost – presence at more events.

CONVERSION

Higher engagement
 Interactive AR presentations create higher engagement and recall than passive scale-model viewing.

DATA

Session analytics
 Every AR session generates data – which units attracted interest, dwell time per section, engagement patterns.

REUSE

Content efficiency
 3D assets shared across the entire Spatial OS ecosystem – no duplication, no separate production cost.

SPEED

Real-time updates
 Price changes and availability updates reach the AR model in real time – not weeks.

10 ECOSYSTEM

Part of the Spatial OS ecosystem

Spatial Lens 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.

PRODUCT	DESCRIPTION	KEY FEATURE
Spatial Lens	AR tablet viewer for real estate 3D models	AR scale-model replacement
Spatial Holo	Interactive 3D holographic model viewer	Holographic display (Cube & Vista)
Spatial Agent	AI-powered avatar assistant inside the holobox	Conversational AI for project Q&A
Spatial Touch	Touchscreen kiosk, table, and wall display	Interactive masterplan exploration
Spatial Cave	Complete immersive LED/projection room	360° branded environments
Spatial Tour	VR headset station for interior walkthroughs	First-person immersive experience
Spatial Table	Interactive tangible tabletop	Collaborative sales presentations
Spatial Drive	Immersive buggy ride simulation	Community drive-through experience
Spatial Map	Projection mapping for physical scale models	Augmented physical models

“A developer deploying Spatial Lens today can add any other Spatial product later without rebuilding content. Content created for the AR tablet viewer is the same content that powers the holographic display, the immersive room, and the VR headset.”

11 IMPLEMENTATION

4–6 weeks from onboarding to go-live

Significantly faster than physical model production. No construction, no shipping, no installation crew. Projects already on PROPVR Spatial OS deploy in 2–3 weeks by reusing existing 3D assets.

01 WEEKS 1 – 2 Project onboarding

Project data collection — architectural drawings, masterplan, unit layouts, renders, branding, pricing data. Content scope defined based on project scale and number of interiors required.

02 WEEKS 2 – 4 3D asset creation

Photoreal models built in Unreal Engine — masterplan, building exteriors, selected interior units, amenity areas, landscape elements. AR optimisation for tablet performance.

03 WEEKS 3 – 5 App configuration

Spatial Lens app configured with project branding, navigation structure, unit database, pricing integration, CRM connection, and analytics setup.

04 WEEKS 5 – 6 Testing & deployment

AR experience tested across devices, surfaces, and lighting. Staff training on presentation techniques and app operation. Tablets deployed to sales galleries and field teams.

TYPICAL TIMELINE: 4–6 WEEKS

Projects already on Spatial OS deploy in **2–3 weeks** by reusing existing 3D assets — no incremental content production.



CONTACT US

Every surface, a sales gallery.

Whether you are replacing a physical scale model in your gallery, preparing for an upcoming property exhibition, equipping your field team for roadshows, or looking for a smarter way to present to investors and buyers – PROPVR delivers the complete AR solution from one partner.

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