

PROPVR SPATIAL OS

Spatial Lite

Web-Based Virtual Tour Platform for Real Estate

An interactive, browser-native property exploration platform — aerial views, real-time inventory, 360° tours, and seamless booking from any device.

BROWSER-NATIVE

ZERO INSTALL

REAL-TIME INVENTORY

360° TOURS

01 WHITEPAPER

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01 EXECUTIVE SUMMARY

The property in a browser

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. 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 – aerial views, interactive master plans, 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, no hardware.

Built on the PROPVR Spatial OS platform, Spatial Lite shares the same 3D assets, data pipeline, and CMS as every other product in the Spatial ecosystem. For real estate developers, Spatial Lite is the most accessible and scalable entry point into the PROPVR ecosystem – extending the sales gallery experience to every potential buyer, everywhere, at every hour.

“You don’t send someone a brochure. You give them the keys to explore. Spatial Lite turns every property into an interactive destination – the sales gallery is no longer a room. It is a URL.”

THE SPATIAL LITE THESIS

02 THE PROBLEM

Static content in a dynamic market

The industry spends billions annually on 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 curated camera angles — elevated perspectives no resident will ever see. Visually stunning but fundamentally static. Buyers cannot rotate the building, explore the surroundings, check floor availability, or understand the relationship between unit and community.

VIDEOS ARE PASSIVE

Pre-rendered fly-through videos follow a fixed camera path at a fixed speed. The viewer has no control — cannot slow down, zoom in, switch floors, or explore a different part of the project. Every viewer sees the same content regardless of interest.

BROCHURES ARE ONE-DIRECTIONAL

Printed and digital brochures push information at the buyer with no interactivity and no personalisation. A family looking for a 3-BHK on a high floor with a sea view reads the same brochure as an investor looking for a studio with rental yield data. The format cannot adapt to the audience.

INVENTORY IS DISCONNECTED

Unit availability, pricing, and status live in spreadsheets and CRM systems disconnected from the marketing content. A buyer browsing the website cannot see which units are available, compare options visually, or make a selection in real time — they must wait for a sales-agent callback.

TRADITIONAL WEBSITES ARE INFORMATIONAL, NOT EXPERIENTIAL

Most project websites are glorified digital brochures — renders in a gallery, specs in text, 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.

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 — 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 gap between what developers build and what buyers understand before purchase remains the largest friction point in real estate sales.

THE COST OF STATIC CONTENT

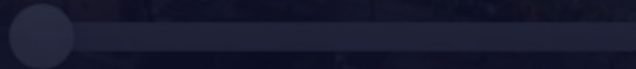
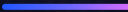


< Floor

03 THE SOLUTION

The property in a browser.

A fully interactive, web-based property exploration platform. No website, no static gallery — a purpose-built environment where buyers navigate, interact, discover, and engage with every dimension of a property.



03 DELIVERS

Six outcomes Spatial Lite produces

Drawn from the metrics teams report after deployment – six outcomes engineered into the product, every one a direct response to the friction static content creates.

OUTCOME	WHAT IT MEANS IN PRACTICE
Direct bookings, not OTA bookings	Browser-native virtual tours convert direct-channel buyers, cutting OTA commissions by 15–25% per booking.
Browser-native, zero friction	Runs on any browser, any device – Chrome, Safari, Firefox, Edge. No downloads, no plugins, no app installs.
Embed anywhere	Single-link embed in iframes, websites, sales emails, WhatsApp, OTA listings, broker portals, and sales-gallery kiosks.
Update once, deploy everywhere	Update the master 3D model once in Spatial OS – the change propagates across the website, kiosk, AR app, and VR headset.
NRI and international buyer outreach	Reach buyers in any geography at any hour without an agent, a flight, or a time-zone constraint.
Foundation layer for the Spatial OS stack	The same content flows into Spatial Twin, Cave, Holo, Touch, and the rest of the ecosystem – invest once, deploy everywhere.

04 MODULES

The eight core modules

Organised around a modular navigation system that guides buyers through a structured yet self-directed exploration journey – each module accessible via a persistent sidebar menu, allowing free movement between views.

HOME

Interactive property showcase

The home view presents the full master plan as an interactive 3D aerial view. Buyers explore the development, identify clusters, towers, and zones, and click any element to learn more. Spatial context that no flat render can match.

INVENTORY

Real-time availability

Unit availability, pricing, and status pulled live from the developer's CRM and rendered against the interactive tower view. Filter by floor, view, BHK type, and price band – see at a glance which units are available, blocked, or sold.

AMENITIES

360° immersive tour

A 360° immersive tour through swimming pool, gym, club, landscaped gardens, kids' play areas, and signature amenity spaces. Buyers experience the lifestyle they are buying into, not just the floor plan.

INTERIORS

360° interior tours

Every unit type mapped to a high-fidelity 360° interior tour. Stand in the living room, look out the balcony, walk through the kitchen. The closest digital experience to a physical show-flat – available to every buyer, in every geography, at every hour.

LOCATION

Nearby & key landmarks

Satellite-based map showing the property's position and proximity to schools, hospitals, malls, parks, metro, and transport – filterable by category. For international buyers, answers the question "where exactly is this?"

PLANS

Floor & unit plans

Interactive 2D plans alongside 3D context. Toggle between plan and isometric views, identify dimensions, and tap any room to launch a 360° interior tour. Multiple unit configurations sit side by side for direct comparison.

GALLERY

Visual portfolio

Full-screen, immersive viewer with curated exterior renders, lifestyle photography, interior finishes, amenity highlights, and night-views. Every image has a deep link – sales agents can send buyers directly to a specific render in WhatsApp.

WALKTHROUGHS

Aerial & drone walkthroughs

Cinematic walkthroughs – real drone footage of the site as it exists today, paired with 3D animations of the project at handover. Multiple cuts: 30-second teaser for social, 2-minute hero, and 8-minute deep dive.



W

DUBAI

ASPIRING SALES TEAMS
THE RESIDENCE

WEID & SWELD 05 ARCHITECTURE

Built for sales teams, not for IT departments.

The architecture is intentionally invisible — a developer should be able to deploy, update, and operate Spatial Lite without ever touching code.

05 ARCHITECTURE

How it is engineered

BROWSER-NATIVE

Zero install

A pure web application. Runs in any modern browser on desktop, tablet, and mobile, with full feature parity across Chrome, Safari, Firefox, and Edge. No app store, no plugin, no OS dependency. A buyer opens a link and is exploring within three seconds on 4G.

CRM

Live CRM & inventory handoff

Unit availability, pricing, and status pulled in real time from the developer's CRM (Salesforce, Zoho, HubSpot, in-house). Lead-capture forms route enquiries with full context – which unit, which finishes, how long in each module.

ANALYTICS

Engagement tracking

Logs which units buyers explored, how long they spent in each module, which finishes they configured, and where they dropped off. Marketing teams see which towers attract attention, which finishes drive engagement, and which sources produce quality enquiries.

SPATIAL OS

One source of content

Every deployment is powered by Spatial OS. The 3D model, master plan, unit configurations, finish options, and live inventory all live in one project. Update Spatial OS and every channel – website, kiosk, AR tablet, VR headset, AI chatbot – updates with it.

MULTILINGUAL

Multi-language interface

Native interface support for English, Hindi, regional Indian languages, and Arabic. Language switching is instant and preserves the buyer's exploration state. Critical for NRI outreach and multilingual GCC buyer pools.

DISTRIBUTION

Embed anywhere

Single-link embed in iframes, websites, sales emails, WhatsApp messages, OTA listings, broker portals, and sales-gallery kiosks. The same URL is the universal asset that travels across every channel.

ONE PLATFORM, EVERY CHANNEL

Spatial Lite shares its content layer with the entire Spatial OS ecosystem. The marketing team owns the content. The IT team is not in the critical path.



06 CASE STUDIES

Featured deployments

Two named deployments demonstrating how Spatial Lite is used in practice, what it replaced, and what the developer's team measured after launch.

06.1 CASE STUDY

DAMAC Riverside — Spatial Lite launch campaign

The brief from DAMAC Properties was unambiguous: a high-stakes residential launch with a global buyer base, a compressed pre-launch marketing window, and a need to convert online interest into booked units before the sales gallery opened. The conventional approach — render gallery, brochure download, contact-form enquiry — was already producing diminishing returns at this scale.

PROPVR deployed Spatial Lite as the digital backbone of the launch. Every prospective buyer, in every geography, met the project through a single Spatial Lite URL. The browser-native virtual tour replaced what would otherwise have been a brochure PDF and a YouTube video. Buyers walked the master plan, picked a tower, picked a floor, configured a unit, viewed the 360° interior, and reached the booking interface — without ever leaving the browser. Spatial Touch kiosks in the sales gallery and Spatial Tour VR stations for visiting buyers ran on the same Spatial OS content. **One asset, three channels, one buyer journey.**

The launch weekend produced **60% of units booked**, with the team reporting a **3.4× lift in enquiry quality** (measured by progression to booked-visit) and a **2.5× increase in sales velocity** versus the comparable previous launch on the same site type. The Spatial Lite link was the most-shared marketing asset across the entire campaign — outperforming the launch film, the brochure PDF, and every individual render.

PROPVR didn't just give us a virtual tour. They gave us a sales system that worked while we slept.

DAMAC PROPERTIES MARKETING TEAM

06.2 CASE STUDY

Rustomjee — Spatial Lite as marketing-stack addition

Rustomjee is one of Mumbai's most established residential developers — a portfolio brand running multiple parallel launches across the city, with a sales team that operates across both online enquiries and traditional gallery walk-ins. The strategy team's priority was less about a single dramatic launch and more about adding a sustainable, scalable layer to the marketing stack that every project could plug into without re-procurement.

Spatial Lite fit the brief. It was deployed alongside existing Rustomjee marketing infrastructure — not as a replacement, but as an always-on virtual showroom layer that every project page links to and every sales agent shares with prospects via WhatsApp. Deployment was measured in weeks, not quarters. Updates to inventory, pricing, and configurations flow through Spatial OS without requiring vendor re-engagement for every change.

The strategic value Rustomjee's team highlighted was not a single headline metric but the operating model itself: a marketing asset that is quick to deploy, easy to update, and demonstrably useful to sales teams in the field. For a portfolio developer running multiple concurrent launches, that operational simplicity is the differentiator.

Spatial Lite has been a smart strategic addition to our marketing stack: quick to deploy, easy to update, and a clear value-add for our sales teams.

SIDDHESH JAYAKAR, AGM STRATEGY, RUSTOMJEE

07 TRUSTED BY

Trusted by the industry

4,000+

Projects delivered

500+

Developers served

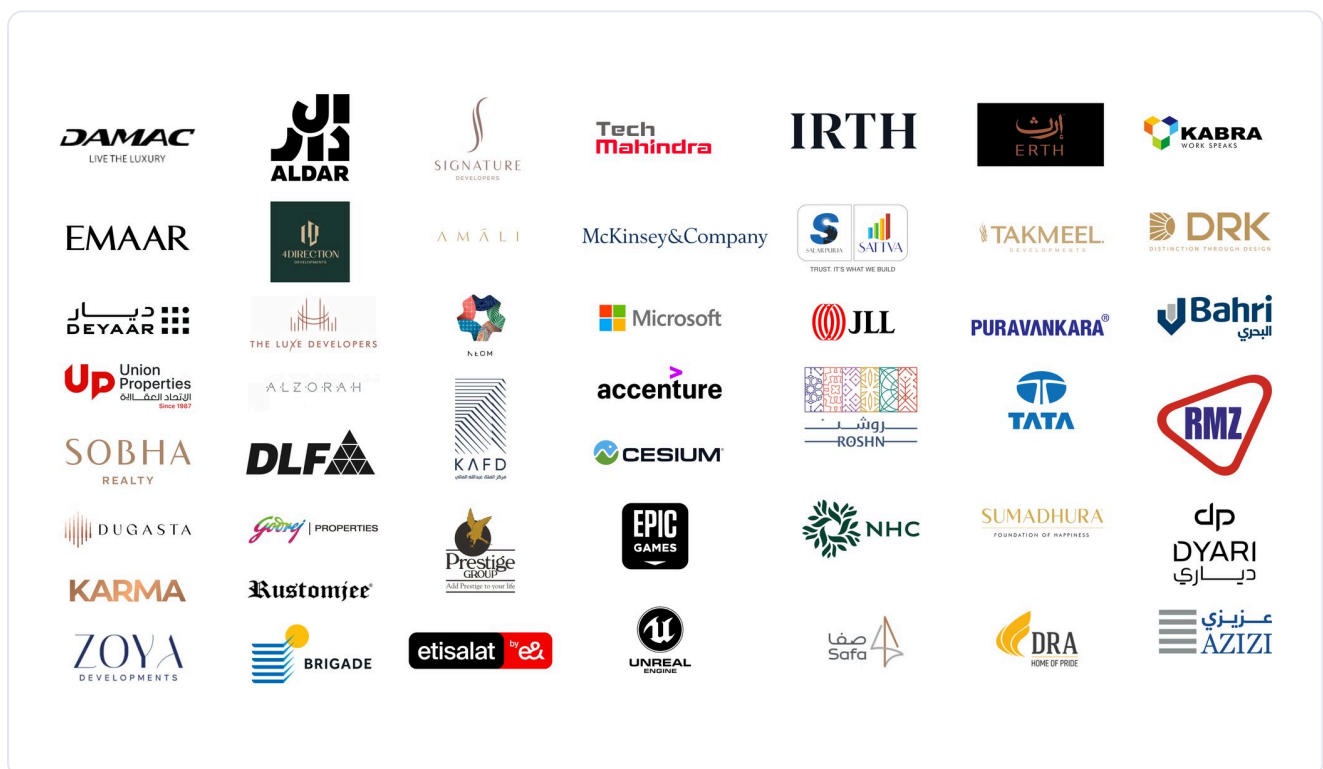
18+

International patents

400%

Engagement lift

Spatial Lite is the most-deployed product in the PROPVR ecosystem. It runs as the digital tour layer for every PROPVR client across 500+ developers in India, the UAE, and Saudi Arabia – part of a 4,000+ project delivery footprint spanning real estate, hospitality, smart cities, maritime, and aviation.



Beyond real estate, Spatial Lite serves hospitality (Marriott direct-booking tours), maritime (Bahri vessel showcases), aviation (Emirates partner experiences), and smart-city authorities (KAFD, NEOM stakeholder portals).

Seven reasons developers choose PROPVR

The decision is rarely between Spatial Lite and another web-based virtual tour. It is between investing in a single-use tool that solves one channel, or investing in a platform whose content asset is reused across every channel the buyer will ever touch.

ECOSYSTEM

One ecosystem, one source of truth

Develop the 3D project once on Spatial OS, deploy it sixteen ways — Lite on the web, Cave in the gallery, Holo at the lobby, Lens on the tablet, Tour in the VR pod, Drive in the ride sim. No other vendor integrates web, kiosk, hologram, AR, VR, projection mapping, and ride-sim into one content pipeline.

BUILT-FOR-RE

Built for real estate, not retrofitted

Every product is shaped by the buyer journey — pre-launch reach, gallery walk-in, conversion, NRI follow-up, post-handover. Modules like live CRM-driven inventory, finish configurators, master-plan-to-unit navigation, and 360° amenity tours exist because developers asked for them.

REGIONAL

Regional presence — India, UAE, Saudi

Delivery, installation, and support teams on the ground in all three markets. Multilingual interface (English, Hindi, regional Indian languages, Arabic) engineered for NRI and GCC buyer pools from day one — not bolted on.

PROOF

Proof at scale

4,000+ projects delivered. 500+ developers served. 18+ international patents. Named deployments include DAMAC, Emaar, Aldar, Sobha, Lodha, Azizi, Brigade, Prestige, Puravankara, Rustomjee, Karma, Danube, DRA Homes, Thee Erth — alongside KAFD, NEOM, Marriott, Emirates, and Bahri.

MODULAR

Modular engagement

Start with Spatial Lite as the lowest-friction entry point. Layer on Spatial Twin for premium walkthroughs, Spatial Guide for video-conference NRI sales, Spatial Avatar for an always-on AI chatbot, and the Experience Centre hardware when the gallery is ready. Every layer reuses the first investment.

OPERATIONAL

Operational simplicity

Inventory, pricing, finish, and configuration updates flow through Spatial OS without vendor re-engagement. The marketing team owns the content. IT is not in the critical path. The architecture is intentionally invisible.

PHILOSOPHY

The show-flat-augmenting philosophy

PROPVR never positions our technology as a replacement for the physical sales gallery, the show-flat, or the human sales conversation. The Spatial Ecosystem is engineered to bring more qualified buyers to the show-flat, to convert the ones who can't physically visit, and to make the gallery experience more memorable for the ones who do. The physical experience stays central. We make it more powerful.

09 IMPLEMENTATION

Implementation & engagement model

Spatial Lite is the fastest product in the PROPVR ecosystem to deploy.

Engagements are modular – a developer can launch with a single project, prove the model on conversion data, and then scale across the portfolio.

01 WEEK 1 Discovery

A short briefing with marketing and sales leadership: project profile, buyer geography, CRM stack, and launch calendar. Output: a deployment plan with modules, CRM integration approach, and launch milestone.

02 WEEKS 2 - 6 Asset Development

PROPVR's content studio produces the 3D master plan, unit interiors, amenities, and 360° tours to photorealistic standard. Timelines compress for developers who already have BIM, drawings, or existing 360° captures.

03 WEEKS 4 - 6 Spatial OS Configuration

Spatial OS is provisioned for the project. Inventory schema is mapped to the developer's CRM. Sales-team accounts are configured. The Spatial Lite URL is generated and tested on staging.

04 WEEK 7 Launch & Operation

Spatial Lite goes live as a stand-alone URL and as an embed across the developer's website, sales emails, and broker portals. PROPVR provides go-live support and a dedicated success manager for the first 90 days.

05 ONGOING Ongoing operation

Quarterly experience reviews. Inventory and pricing updates flow through Spatial OS – no vendor re-engagement required. Optional add-ons: Spatial Twin upgrades (game-engine 3D), Spatial Guide (video-conference agent-led tours for NRI buyers), Spatial Avatar (AI chatbot), and the Spatial Experience Centre hardware stack for the sales gallery.

Commercial model

Annual subscription with usage-based components for traffic and storage. Pricing scales with project size and channel coverage. Portfolio-level pricing makes Spatial Lite the standard digital-tour layer for developers running multiple parallel launches.



CONTACT US

The sales gallery is now a URL.

To discuss how Spatial Lite can support your next launch — or to see a working deployment in India, the UAE, or Saudi Arabia — reach out and we'll set up a walkthrough on your own projects.

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WEBSITE

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PRESENCE

India · UAE · Saudi Arabia

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