

PROPVR SPATIAL OS

# Spatial World

*3D Project Portfolio Platform for Multi-Project  
Real Estate Developers*

Showcase your past, present, and future projects in one navigable 3D environment – built on Spatial OS, proven across India, the UAE, and Saudi Arabia.

UNIFIED 3D PORTFOLIO

REAL-TIME DATA OVERLAYS

COLLABORATIVE VIEWING

MULTI-LANGUAGE &amp; CURRENCY

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**01 WHITEPAPER**

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## 01 EXECUTIVE SUMMARY

# A spatial operating environment for the entire portfolio

Real estate development is no longer a local business. Leading developers operate portfolios that span cities, countries, and continents – yet the tools they use to present them remain stubbornly project-centric. Every development gets its own website, its own brochures, its own virtual tour, sitting in isolation from the rest of the body of work. The cumulative narrative that proves credibility and anchors the brand is structurally invisible.

Spatial World changes this. It is a 3D project portfolio platform engineered by PROPVR – completed, ongoing, and upcoming developments in one unified, navigable 3D environment. Buyers, investors, and partners browse the entire portfolio, drop into any project, and discover what is launching next. Built on Spatial OS, integrated with the project pipeline, and proven at Dugasta, Puravankara, Prestige, Damac, Aldar, and IRTTh across India, the UAE, and Saudi Arabia.

***"Spatial World is not a website with a map. It is a spatial operating environment where entire real estate portfolios become navigable, comparable, and intelligible – to buyers, investors, partners, and your own team."***

THE PORTFOLIO THESIS

## 02 THE PROBLEM

# Portfolio presentation is structurally fragmented

The industry's approach to digital property presentation is project-centric. For a developer with one project, that is workable. For a developer with five, ten, or twenty active projects across multiple markets, it is a structural problem that compounds with every new launch.

### DEVELOPERS CANNOT PRESENT THE PORTFOLIO AS A WHOLE

A developer with a multi-market portfolio has twelve separate websites, twelve sets of marketing materials, and twelve disconnected data systems. There is no single environment where a buyer, an institutional investor, or a board member can see and explore the full body of work in a unified way.

### INVESTORS CANNOT COMPARE ACROSS GEOGRAPHIES

An institutional investor wants to compare projects in Dubai Marina with projects in Jeddah's waterfront, overlay yield data, and assess each asset in the same analytical frame. Today, this comparison happens in spreadsheets and PowerPoint – never in the spatial reality of the assets themselves.

### INTERNATIONAL BUYERS BROWSE LISTINGS, NOT EXPERIENCES

Property portals aggregate listings into searchable databases – transactional tools designed for filtering, not exploration. The international buyer searching from London, Singapore, or Toronto gets a database row, not a destination. The developer's brand disappears behind the portal's template.

### SALES TEAMS PRESENT PROJECTS IN ISOLATION

When a sales team presents to a VIP buyer or institutional investor, they walk through projects one at a time – switching between presentations and breaking the spatial and narrative thread. The cross-sell that should be the natural close on a strong portfolio is structurally impossible inside a slide deck.

## TRACK RECORD STAYS INVISIBLE AT THE POINT OF DECISION

For off-plan launches, credibility is the single most important variable. A buyer evaluating a developer's upcoming launch wants to see the developer's delivered work — completed projects, handed-over inventory, residents already living there. Yet that track record sits on separate websites with no spatial connection to the new launch.

## THE CUMULATIVE NARRATIVE IS INVISIBLE

Developers invest heavily in individual project marketing, but the portfolio — the most valuable narrative they have — is never presented as one experience. Buyers, investors, and partners are forced to assemble the picture themselves. The most important audiences are the worst served.

### THE RESULT

Past completions, current sales, and future launches live in separate environments. Buyers see fragments. Investors see spreadsheets. Partners see decks. The body of work that should be the brand's strongest asset is **spread across systems that were never designed to present it as a whole.**

*The decision tool is the wrong shape for the decision being made.*


WHY PORTFOLIO COMPARISON FAILS IN POWERPOINT



03 THE SOLUTION

# What Spatial World delivers

Past completions, current sales, future launches — one navigable 3D environment, accessible from any device. Buyers discover what is beyond the project they came for.

 UAE

15 Projects

[Explore →](#)

### 03 DELIVERS

# Five outcomes for multi-project developers

Spatial World is engineered around five outcomes that solve the structural fragmentation of portfolio presentation – the five reasons multi-project developers across India, the UAE, and Saudi Arabia choose to deploy on Spatial World.

#### PORTFOLIO

##### Showcase your entire portfolio in one environment

Completed, ongoing, and upcoming developments all live inside one continuous spatial environment – visible at once, navigable in any direction, and accessible from a single shareable link.

#### INVESTOR

##### Showcase track record to institutional audiences

Show institutional investors, JV partners, and sovereign-wealth funds your full development pipeline in 3D – past, present, and future, all navigable. A spatial environment matching the scale of a \$500M decision.

#### BRAND HUB

##### The brand hub for multi-project developers

For developers with 10+ projects, Spatial World becomes the central brand experience – the website every campaign points to, the link in every investor pitch, the experience at the top of every press kit. The brand environment that does the work of an entire marketing department.

#### CROSS-SELL

##### Cross-sell across your portfolio

A buyer looking at one project sees the rest of the portfolio in 3D. Higher cross-sell conversion and longer customer lifetime value. Cross-sell stops being a follow-up email and becomes a discovery moment the buyer drives themselves.

#### CREDIBILITY

##### Prove credibility at the point of decision

Buyers evaluating an off-plan launch see the developer's delivered work alongside the new project – completed handovers, residents already living there – in the same spatial canvas where the decision is being made.

## 04 CAPABILITIES

# The eight core capabilities

Each capability solves a specific structural problem with how portfolios are presented today, and each is reusable across every project in the portfolio without re-engineering.

### CANVAS

#### Unified 3D portfolio environment

A single navigable 3D canvas holds every project. Users zoom from a global view down to a region, city, project, building, unit, and 360° interior – without changing applications or losing context.

### LIVE DATA

#### Real-time data overlays

Toggle inventory status, pricing gradients, construction-progress heat maps, yield data, infrastructure overlays, and market intelligence as you explore. The visual showcase becomes a live decision-support tool.

### COLLABORATE

#### Collaborative viewing sessions

Multiple users explore the portfolio simultaneously from different locations – shared view, shared cursor, real-time annotation. London, Riyadh, and Mumbai run a single review session inside the world.

### ANALYTICS

#### Portfolio user analytics

Engagement logged across the full portfolio – which projects users explore, how long they spend, what they compare, where they drop off, and which units they shortlist.

### GEOGRAPHY

#### Cross-geography portfolio view

Each project rendered within its actual geographic context – surrounding city, infrastructure, landmarks, connectivity – using high-resolution satellite imagery and vector mapping. The Dubai skyline, the Red Sea coastline, the Western Express Highway – real, not logos on a map.

### COMPARE

#### Comparative analysis tools

Select multiple projects, buildings, or units and compare them side by side inside the spatial environment. Specifications, pricing, amenities, status, and yield – comparisons happen inside the world, not in a separate spreadsheet.

### DRILL-DOWN

#### Drill-down per project

Click any project from the portfolio view to enter its full Spatial Lite or Spatial Twin experience – masterplan, building, floor, unit walkthrough, 360° interiors. The depth is unlimited; the navigation is one continuous spatial gesture.

### GLOBAL

#### Multi-language & multi-currency

Native multi-language interface (English, Arabic, Hindi, regional Indian languages) and multi-currency support with real-time conversion – critical for NRI, GCC, and international institutional audiences.

An aerial photograph of Dubai, United Arab Emirates, showing the coastline and various urban developments. A prominent red line runs along the coast, and a blue line winds through the inland areas. Several circular icons representing different services (like a house, a shopping cart, a graduation cap, a person, and a building) are scattered across the map. Text labels for 'PLATINUM', 'Paradise', and 'ASTRA' are visible on the map. In the bottom left corner, there is a small logo for '05 ARCHITECTURE' and 'DESIRE SOUTH'.

05 ARCHITECTURE  
DESIRE SOUTH

# How it is engineered

Spatial World is built for buyers, investors, and operators — not for IT departments. The architecture is intentionally invisible: launch, update, and operate without touching code.

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## 05 ARCHITECTURE

# Technical architecture

Spatial World is engineered to be browser-native, real-time, and ecosystem-integrated.

COMPONENT	DETAILS
Platform Type	Progressive web application – browser-native, no installation required.
Rendering Engine	WebGL-based 3D rendering with geographic positioning and smooth spatial transitions.
Geographic Layer	High-resolution satellite imagery and vector mapping for global coverage.
Data Integration	Real-time synchronisation with developer CRM, ERP, and inventory management systems.
Content Management	Spatial OS CMS – unified content pipeline shared across every Spatial product.
Collaboration Engine	Real-time multi-user sessions with synchronised navigation, cursors, and annotations.
Analytics	Portfolio-level engagement tracking: projects viewed, comparisons made, time per project, navigation paths.
Customisation	Full brand theming per developer and per project, with portfolio-level visual consistency.
Security	HTTPS, data encryption, role-based access control, session authentication for collaborative viewing.
Device Support	Desktop, tablet, mobile – responsive and touch-optimised.
Languages & Currencies	Multi-language interface; all global currencies with real-time conversion.

## 06 JOURNEY

# The exploration journey

Every Spatial World session follows the same 8-step exploration journey — engineered for self-directed discovery without sales-team intervention.

STEP	WHAT HAPPENS
1. Enter the World	User opens Spatial World via a shared link or embedded access point. Global portfolio view loads with all projects on a geographic canvas.
2. Navigate Geographies	User zooms into a region — UAE, Saudi Arabia, India — and sees the developer's projects in actual spatial context.
3. Select a Project	Clicking a project reveals a summary panel: location, type, total units, availability, pricing band, and a preview render.
4. Activate Overlays	User toggles inventory heat maps, pricing gradients, construction progress, infrastructure, and market data layers.
5. Compare Projects	User selects two or more projects for side-by-side comparison. Split-view metrics with spatial context maintained.
6. Deep-Dive	User drills into a specific project — full Spatial Lite or Spatial Twin experience, photoreal masterplan, building, floor, unit, 360° interior.
7. Collaborate	User invites stakeholders into a live multi-user session — shared view, shared cursor, real-time annotations.
8. Export & Engage	User exports comparison reports, shortlists units, shares specific project views, or contacts the sales team from inside the world.

***"Spatial World collapses the distance between projects, geographies, and stakeholders."***

THE EXPLORATION MODEL



07 CASE STUDIES

# Featured deployments

Two named deployments demonstrating how Spatial World is used in practice — and what the developer's teams have said about the deployments.

United Arab Emirates  
105+ Deployments

Explore



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**07.1** CASE STUDY

# Dugasta — global presentation with Spatial World + Spatial Twin

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Dugasta is a UAE-based residential developer with a portfolio spanning completed handovers, ongoing sales, and an active pipeline of upcoming launches. Like every multi-project developer at this stage, the marketing problem was structural: every project had its own collateral, but no single environment could communicate the full Dugasta story to a global audience — investors, NRI buyers, GCC partners, and international stakeholders evaluating the brand as a whole.

PROPVR deployed Spatial World alongside Spatial Twin to give Dugasta a unified portfolio environment. Every active and completed project sits inside Spatial World, navigable in 3D, with real-time inventory and pricing where applicable. Buyers and investors enter the Dugasta world from a single link — and inside, they discover the past completions that prove track record, the current sales that drive immediate revenue, and the upcoming pipeline that signals future opportunity, all in the same spatial canvas.

For deep dives into individual flagship developments, Spatial Twin provides the photoreal game-engine experience the brand uses for premium showcases. The outcome the Dugasta leadership emphasises is presentation lift at the brand level: the company now presents itself globally as a cohesive multi-project developer, not a sequence of disconnected launches.

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*Partnering with PROPVR on Spatial World and Spatial Twin has elevated how Dugasta presents itself globally; both platforms are now central to our marketing approach.*

AZAAN KHAN, CEO, DUGASTA

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**07.2** CASE STUDY

# Thee Erth Developers — 3D cityscape portfolio (Saudi Arabia)

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Thee Erth Developers is a Saudi-market multi-tower developer building one of the more ambitious mixed-use destinations in the region. The challenge for any project of this scale is that conventional building-by-building marketing collateral cannot communicate the destination feel — the way the towers relate to each other, to the public realm, and to the wider city. The buyer or investor needs to experience the whole, not just one tower at a time.

PROPVR delivered the project as a unified 3D cityscape inside Spatial World. The full multi-tower master plan is navigable as a single spatial environment, with each tower clickable for deeper exploration and each surrounding landmark rendered in context. Buyers and investors enter the Thee Erth world and immediately understand the scale, the layout, the connectivity, and the design language of the destination — before they ever drill into a single unit.

The deployment positions Thee Erth alongside the leading multi-tower developments in the Saudi market in terms of digital presentation quality. The Spatial World deployment is the same content asset that powers the deeper Spatial Lite and Spatial Twin experiences for individual towers — the portfolio environment and the project-level tours are one continuous spatial gesture, not separate marketing artefacts.

08 | TRUSTED BY

# Trusted by the industry

**4,000+**

Projects delivered

**500+**

Developers served

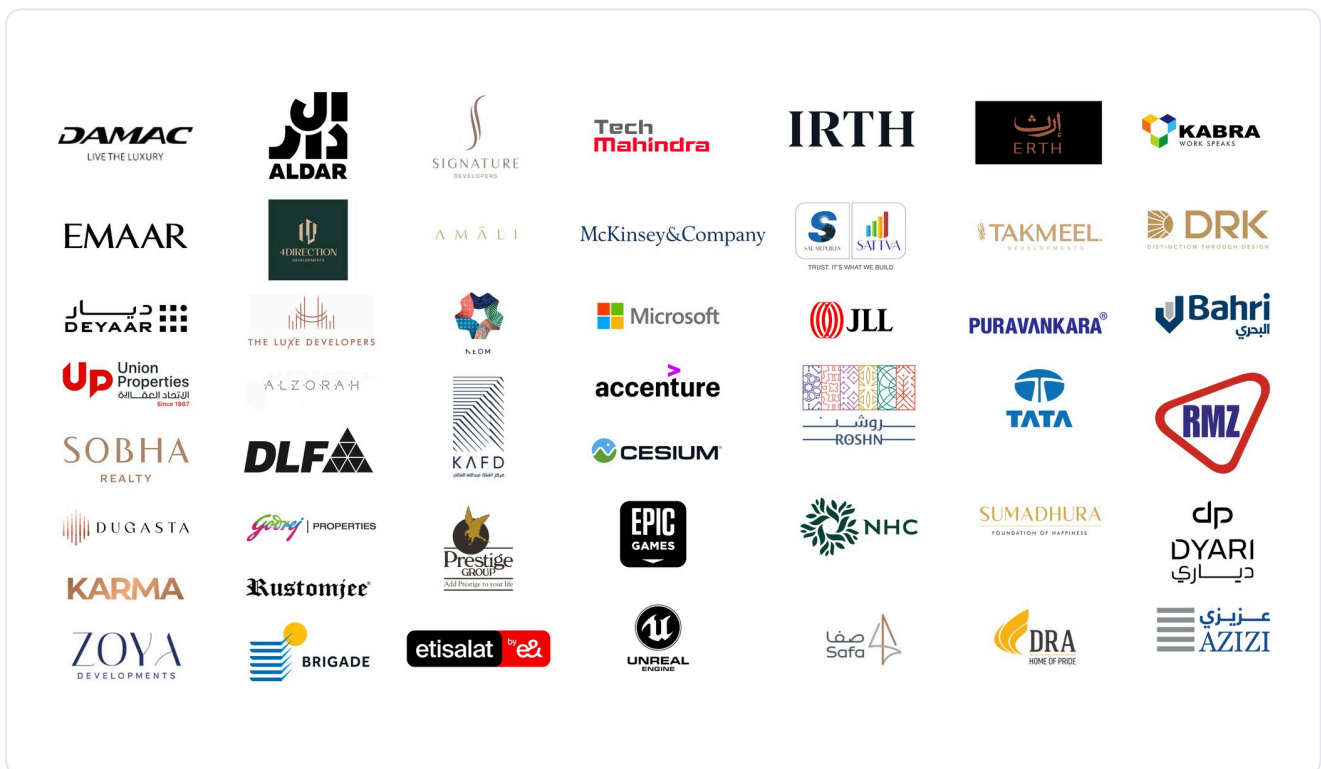
**18**

International patents

**400%**

Engagement lift

Spatial World is the portfolio-level layer of the PROPVR Spatial Ecosystem – 500+ developers across India, the UAE, and Saudi Arabia, and a 4,000+ project delivery footprint spanning real estate, hospitality, smart cities, maritime, and aviation.



Cross-industry partners – KAFD (smart cities), NEOM (giga-projects), Marriott (hospitality), Emirates (aviation), Bahri (maritime) – face the same portfolio-presentation challenge in their respective domains.

## 09 WHY PROPVR

# Seven reasons developers choose PROPVR

The decision is rarely between Spatial World and another portfolio website. It is between investing in a one-off micro-site whose content asset is locked to a single use, or investing in a platform whose content asset is reused across every channel the buyer, investor, or partner will ever touch.

## ECOSYSTEM

### One ecosystem, one source of truth

Develop the 3D project once on Spatial OS, deploy it sixteen ways – Spatial Lite, Cave, Holo, Lens, Tour, Drive. No other vendor integrates web, kiosk, hologram, AR, VR and ride simulation into a single content pipeline.

## PORTFOLIO

### Portfolio-level, not project-level

Competitors like SmartPixel, VisEngine, DPG, Resimo and Soluis operate at the individual project level. Spatial World is engineered from the ground up for multi-project portfolios – a different category of tool.

## BUILT-FOR-RE

### Built for real estate, not retrofitted

Every product in the Spatial Ecosystem is shaped by the buyer and investor journey. Real-time inventory overlays, comparative analysis and investor mode exist because developers asked for them – not borrowed from architectural viz.

## REGIONAL

### Regional presence – India, UAE, Saudi

Delivery, installation and support teams on the ground in all three markets. Multi-language interface (English, Arabic, Hindi, regional Indian languages) engineered for NRI, GCC and Indian audiences from day one.

## PROOF

### Proof at scale

4,000+ projects delivered, 500+ developers served, 6+ international patents. Used by DAMAC, Emaar, Aldar, Sobha, Lodha, Puravankara, Prestige, Rustomjee, Karma, Danube and DRA Homes – alongside Dugasta and Thee Erth.

## MODULAR

### Modular engagement

Start with Spatial World as the portfolio brand environment, then add Spatial Twin, Lite, Guide, Avatar, and the Experience Centre hardware when ready. Every layer reuses the first content investment.

## PHILOSOPHY

### The show-flat-augmenting philosophy

PROPVR never positions our technology as a replacement for the physical sales gallery, show-flat, or human sales conversation. Spatial World brings more qualified investors and buyers to the conversation, converts the ones who cannot physically visit, and makes the meetings more powerful for the ones who do. The physical experience stays central. We make it more strategic.

## BUILT ON SHARED SPATIAL OS INFRASTRUCTURE

Every project already deployed on any Spatial product is automatically eligible to appear in Spatial World. Build once, deploy everywhere – and see everything in one place.

## 10 IMPLEMENTATION

# Implementation & engagement model

Delivered by PROPVR as a managed engagement, end to end. Typical timeline: **5–6 weeks** for portfolios on existing Spatial OS deployments; **6–8 weeks** when new 3D content creation is required.

### 01 WEEKS 1 - 2 Portfolio Scoping

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

### 02 WEEKS 2 - 4 Geographic & Content Configuration

Each project is positioned in the geographic canvas with high-resolution satellite imagery, surrounding infrastructure, and landmark data. 3D content from existing Spatial OS deployments is connected in; new content is produced where needed. Brand theming applied portfolio-wide.

### 03 WEEKS 3 - 5 Data Layer & Intelligence

Real-time data overlays configured – inventory status, pricing, construction progress, infrastructure, and market intelligence. Comparative analysis tools tuned. Collaborative viewing enabled. Investor Mode configured for portfolios with gated commercial views.

### 04 WEEKS 5 - 6 Review & Launch

Developer review of the complete deployment. Content accuracy, data synchronisation, navigation flow, and collaborative features validated. Goes live as a stand-alone URL and as an embed across the developer's website, sales emails, and investor portals. PROPVR provides go-live support and a dedicated success manager for the first 90 days.

## Go-live, then continuous improvement

Post-launch: content updates, CRM tuning, and a launch-week analytics review – included as part of the first 90 days of dedicated success-manager support.



CONTACT US

# Let's showcase your portfolio in 3D.

To discuss how Spatial World can showcase your portfolio — 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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