

Foxtons Redefines The Future Of Property Viewings With The Launch Of The New Virtual Reality Platform

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From the Star Trek transporter to the Doctor's TARDIS, travelling in space and time has been one of humanity's ambitions for many years. And although technology has yet to find a way to bring all aspects of this aspirational idea to life, first steps towards it have certainly been taken. Now, everyone looking for a new home can have their very own "Beam me up, Scotty" moment with Foxtons new virtual reality platform.

Developed and perfected over the scope of two years in partnership with digital agency UI Centric, the cutting-edge platform combines a headset fitted with a Samsung 7, which contains an interactive sequence of 360 degree photos of every room in a property, including views from balconies and windows. The headset is designed to track the wearer's head and eye movement, allowing a potential buyer or a tenant to virtually move through the property by following a number of clearly defined hotspots. There is also an option to take a tour of the communal facilities where applicable, as well as to explore an interactive floor plan highlighting the details of the apartment's layout, all from the comfort of a local Foxtons office.

Dan Rafferty, Foxtons Chief Information Officer, commented: "Whilst the need to physically visit a property will remain strong for the foreseeable future, VR can be the most convenient and cost-effective way to start or narrow down the property search for an individual, without compromising on the experience. Having proven the concept and the platform, we are now approaching a stage of extending this functionality to all of our offices, featuring all of our properties where possible, offering our customers the option to virtually view multiple properties over a coffee in one of our local offices."

The platform can help estate agents to overcome challenges of organisational aspects of a physical viewing, which include arranging access to a property, making sure that the existing occupants are not inconvenienced and dealing with the London traffic, which can also save potential buyers' and tenants' valuable time. To sellers and landlords, the platform offers the benefit of increased exposure of their property without the inconvenience of having to prepare their property for viewings.

Andrew Weir, Foxtons Sales Managing Director, said: "We are delighted to launch this fantastic experience, re-affirming our ethos of innovation and exceptional service. The excitement and fascination with which the new platform was received confirmed our belief that this technology has a viable place in our industry."

Foxtons virtual reality platform was launched during a private event at the Boat Race day, in partnership with developer St George, featuring the exclusive Fulham Reach development. Now in its trial phase, the experience of virtually walking through the stunning Fulham Reach apartment and the luxurious communal facilities of the development is available to the public at Foxtons Islington office.

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