

Visuado Joins Flux Innovation Lounge as a Key Innovation Partner

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Creative technology agency Engage Works is excited to announce Visuado as its latest innovation partner in its pioneering Flux Innovation Lounge. Visuado, a prop-tech startup established in 2019 and based in Oslo, specialises in creating 3D virtual viewings for newbuild developments, offering a unique visualisation solution for property developers.

Visuado's mission is to empower property developers to sell apartments faster by providing virtual viewings of every room in every apartment of off-plan residential projects. Using a next-gen immersive 3D visualisation platform and client's BIM data, Visuado allows buyers to virtually explore apartments in their own context, enabling smarter and safer decisions.

The Oslo-based company, leverages a unique, proprietary technology and workflow, including gaming-based tech with AI integration. This technology facilitates virtual viewings of all apartments in a project, offering accurate views from all windows with and without furniture, photorealistic representations based on location map data, sun simulation for every apartment, and high-resolution images for marketing and sales purposes. Visuado's technology for creating unique visualisations for multiple properties offers a more cost-effective solution than high-end CGIs for various apartment types.

Lars Gunnar Tronaas, CEO of Visuado, says, "We are looking forward to a strong partnership with Engage Works and are proud that they have chosen Visuado's groundbreaking technology for virtual viewings to be an option in their wide portfolio of offerings towards real estate developers in the UK and the rest of the world."

Visuado virtual viewings are now fully integrated into Engage Works's Foundation sales acceleration platform for real estate, via the browser so users can seamlessly navigate from standard marketing content within Foundation to a Visuado virtual viewing. Foundation enables immersive and feature-rich marketing presentations for property marketing suites.

"This partnership with Visuado adds a new dimension to the Flux Innovation Lounge, showcasing the practical applications of cutting-edge technology in the real estate industry. With Visuado's expertise in immersive 3D virtual tours, visitors to Flux can experience firsthand how technology is transforming the property development landscape." says Steve Blyth, Founder and Group CEO of Engage Works.

Visuado's innovative approach addresses the challenges potential property buyers face, who may feel insecure when presented with only a 2D floor plan—while making their life's largest investment. Virtual viewings have proven to keep customers on websites 10 times longer, and case studies show up to a 50% faster pace of sales when using Visuado's virtual viewing platform.

Flux Innovation Lounge, the brainchild of Engage Works, situated in London Design District, is a groundbreaking hybrid collaboration space, where the intersection of ideas and technology transforms the way people think, offering a unique blend of physical and virtual experiences, encouraging business innovation through curated technology, engaging events, and immersive experiences. With the addition of Visuado and further cutting-edge technology partners being announced over the next few months, Flux remains at the forefront of business innovation.

Flux Innovation Lounge is available for hire for in-person events, hybrid events, collaboration workshops, and client sessions utilising the latest technology. For booking information, contact Richard Ward at richard.ward@engageworks.com.

Engage Works, with a history of creating bespoke immersive experiences for global clients, invites interested parties to explore the possibilities at Flux Innovation Lounge and witness firsthand how technology can elevate communication, collaboration, and innovation.

For further information about Flux Innovation Lounge and Engage Works, visit www.engageworks.com/flux.

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