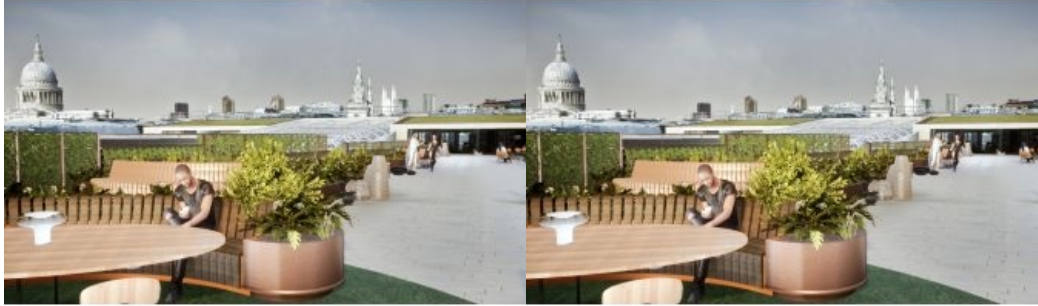# 3D Models Bring Virtual Reality to the Property Sector

Cityscape Digital is using Bluesky's photorealistic 3D mesh models to create live, interactive 3D environments to illustrate proposed city developments.

A specialist in computer-generated imagery (CGI) solutions for the property sector, Cityscape has already created a number of virtual reality (VR) experiences using aerial mapping company Bluesky MetroVista models, for clients including Canary Wharf Group and Greycoat Real Estate.

"Using the Bluesky MetroVista data, we can model proposed developments in their true context and produce a range of solutions from live, editable on-screen models to roamable walk-throughs and interactive fly-throughs. We can even create full VR experiences," commented Damian Fennell, managing director of Cityscape Digital, a London-based multidisciplinary creative studio.

"This is a significant step for the AEC sector as it transitions from 2D to 3D. Using MetroVista data, we can ensure property development is experientially testable and enable design to be context aware, which is critical as much of the inefficiency and unsuitability of development comes from not scrutinizing proposals in the 3D context," he continued.

Gaming Technology

Cityscape was one of the first companies to embrace CGI for the property sector, producing multimedia experiences using gaming technology. Cityscape created its first marketing animation based on the Bluesky data: a virtual tour and film of the Vinters Place landmark central London office development. The MetroVista data is used to communicate the real-world context of the location and the stunning views from the rooftop terrace and can viewed online here.

Using the Unreal Engine gaming platform, Cityscape has also utilized the Bluesky MetroVista data to support a bid by Canary Wharf Group to develop a prime real estate location in central London.

"The MetroVista data offers a real alternative to more traditionally produced photogrammetric models, providing the accuracy, currency and ease of use to support feasibility studies and scoping exercises and to produce solutions such as Accurate Visual Representations (AVRs) and Verified Views," continued Fennel, "and, because the data is available off the shelf it is cost effective and can fit with even the most pressing client timeframes."

Captured using the world's first large format imagery and Lidar hybrid airborne sensor, Bluesky MetroVista datasets are geographically accurate, phototextured, mesh models ready for use in 3D GIS, CAD and other modelling software, as well as visualization, gaming and VR workflows. MetroVista data is currently available for London, Birmingham, Manchester, Bristol, Nottingham, Oxford, Cambridge, Brighton, Norwich, Leicester, Derby and Newcastle.

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