Matterport Expands Digital Twin Portfolio with Camera and Cloud Platform

Matterport has introduced the all-new Matterport Pro3 Camera along with major updates to its industry-leading digital twin cloud platform. The Pro3 is a breakthrough in 3D capture technology, ready to digitize every aspect of the physical world, indoors and outdoors. Matterport's next-generation digital twin platform builds on the company's groundbreaking immersive virtual experiences to enable advanced workgroup collaboration and productivity, delivering cost savings and revenue growth for organizations of all sizes, from small businesses to global enterprises.

These new offerings arrive as global demand for digital twins – visually immersive, interactive 3D models of buildings and spaces – continues to rise. Forrester Research reports 55% of global software technology decision makers are already adopting digital twins. As an industry leader, Matterport saw 52% growth in total subscribers in the second quarter compared to the year ago period, and already serves 23% of the Fortune 1000 with its digital twin platform.

"Today marks a pivotal breakthrough in 3D technology with the introduction of the most powerful products Matterport has ever created," said RJ Pittman, chairman and CEO, Matterport. "Our new Pro3 camera and cloud platform create some of the world's most accurate, immersive, and stunning digital twins. The opportunity has never been greater for companies to embrace the power of Matterport digital twins to transform their business."

Matterport for Enterprise

Digital twins empower business leaders to confidently navigate an uncertain economic environment while accelerating the productivity of a mobile and remote-first workforce; 79% of business leaders cite cost savings and 71% point to operational efficiencies as the key drivers of their digital twin investments. It's why the new Pro3 camera and cloud platform were built for the demands of enterprises with scalability, reliability, and security at the core, making Matterport's digital twin platform one of the most trusted in the industry – according to the company itself.

The new Pro3 camera and cloud platform advancements are designed to make it "easier than ever" for customers to create immersive digital twins. Customers across sectors – factories, retailers, hotels and airlines – report digital twins have reduced project times by 30% and cut travel expenses by up to 50% through greater remote collaboration. One commercial real estate customer reported closing sales up to 85% faster. Hospitality customers find bookings and occupancy rates increase 14% for properties with a digital twin. The benefits aren't just for large enterprises – real estate agents using digital twins win up to 74% more listings and 71% of residential buyers say they would buy a home sight unseen if it had a 3D digital tour.

The Matterport Pro3 Camera provides high accuracy digital twins of indoor and outdoor spaces.

The Matterport Digital Twin Platform

Matterport has reimagined the cloud software platform that creates, publishes, and manages digital twins of buildings and spaces of any size or shape, indoors or outdoors. All of these new capabilities integrate seamlessly so customers can securely create immersive environments for their employees, customers and partners to collaborate and explore.

One of the highlights of the Digital Twin Platform is Matterport Capture Services, now supercharged with the new Pro3 camera to get a high-quality digital twin from an on-demand capture technician in major cities around the world. Capture Services for Enterprise can now digitize a single space to a portfolio of thousands of buildings, indoors and out. From retail chains to hotel property groups and corporate

campuses – Matterport makes it very easy to get a dimensionally accurate, photorealistic Matterport digital twin to manage properties online.

"The Pro3 camera reflects years of advanced R&D and listening closely to our customers. The result is a breakthrough in 3D capture technology," said Lou Marzano, vice president of R&D and manufacturing. "The demands of the digital-first industry push our product standards to new levels, making precision, range, and mobility critical to our customers' success. We put all of this together into a portable device that achieves a new threshold for price-to-performance of commercial Lidar capture."

[See here for the full version of this news story](#)

With the Matterport App, immersive collaboration is available anywhere.