

Matterport Unveils Cloud Platform Unlocking 3D Technology



Matterport has unveiled Matterport Cloud 3.0, a subscription-based platform that puts 3D capture in the hands of businesses and individuals worldwide. The company's new cloud software platform enhances the power of Matterport's flagship Pro2 camera and enables users to transform panoramic and 360-degree imagery from spherical lens cameras into fully immersive 3D models.

These new capabilities in 3D capture are made possible by the advancements in Matterport's AI-powered image-processing technology, known as Cortex. Cortex is trained on Matterport's dataset comprising billions of 3D data points, and can construct stunning 3D models 2D images captured with spherical lens cameras, including Ricoh Theta V and Insta360 ONE X.

This new class of cameras, which start at under US\$400, provides a low-cost, entry-level solution for the capture, creation and publishing of 3D experiences. Matterport Cloud 3.0 expands Matterport's ecosystem of professional 3D capture - adding to Matterport's Pro2 camera line and the Leica Geosystems BLK360 laser scanner - making its revolutionary 3D experiences accessible to a significantly wider market. The offering is for customers who don't require the accuracy, performance and image quality of Matterport's professional products.

RJ Pittman, CEO of Matterport, said "Today marks the beginning of an exciting new chapter for Matterport, our customers, partners and service providers. With Matterport Cloud 3.0 and Cortex, we are taking an important step in our evolution to better serve new and existing customers and partners with more choices to get started and grow with 3D capture. The power of our new software platform brings us one step closer to camera ubiquity. The versatility enables us to deliver a compelling entry-level solution for simple, smaller projects, while we continue to innovate and extend our industry-leading Pro2 capture experience for professional users."

In addition to these important advancements for Matterport Cloud 3.0, the company is committed to opening up the platform to the broader developer community. This will bring an entirely new suite of functionality to Matterport's customers for both new and existing 3D spaces.

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