Case Study

MetroVista Models Transform Real Estate Modelling

Client:

Based in Montreal, Canada, Lunas was established in 2015 and is an award-winning 3D architectural visualisation studio. Specialising in high-end 3D rendering services, virtual reality technologies and interactive software solutions. Lunas has completed projects around the globe creating visualisations for development, real-estate and e-commerce businesses. Lunas has also developed a range of interactive solutions including L-Touch real estate presentation software and L-Drive 3D car configurator.

Industry:

Architecture

Product:

MetroVista

> *"MetroVista data captures a city as it is, with highly accurate LiDAR measurements of the terrain and existing developments and unparalleled visual records achieved through the simultaneous capture of vertical and oblique aerial images."*
>
> Slava Oganesian, CEO and Co-founder, Lunas Inc.

Summary:

Lunas is using MetroVista models to create real-world, interactive visualisations, transforming how unbuilt commercial and residential property is presented for sale. The real estate presentations can be run on interactive touch displays, including tables and giant video walls, as well as on mobile phones, tablets and websites.

Using the MetroVista mesh models as a base, new developments are shown in-situ and potential purchasers can interact with the surrounding environment, explore the neighbourhood and even experience different weather conditions.

Challenge:

In order to create its award-winning real-estate visualisations, Lunas requires up-to-date base maps of the highest visual quality and geographic accuracy.

Captured using the world's first large format imagery and LiDAR hybrid sensor, MetroVista data includes simultaneously captured oblique and vertical aerial photography. MetroVista datasets also include geographically accurate, photo textured, mesh models ready for use in 3D GIS, CAD and other modelling software as well as visualisation, gaming and virtual reality workflows.

Solution:

Called L-Touch, Lunas' visual application uses the latest gaming technology to optimise and manipulate the MetroVista data.

L-Touch presentations afford a 360-degree view which can be rotated and viewed from different perspectives and different scales. Additional detail, such as price and floor plans, can be added to improve the marketing of commercial, residential and leisure developments.

The visualisations can be manipulated to show how a location is positioned in relation to the sun and understand proximity to local services such as public transport, green space and leisure facilities. Presentations can also showcase different conditions and scenarios such as weather events, rush-hour traffic and future developments in the vicinity.

Results:

"Building on our work to date we hope to create 3D twins for all major cities – showcasing our urban centres as they are today and revealing how they will look for future generations."

Slava Oganesian, CEO and Co-founder, Lunas Inc.

Lunas L-Touch presentations have been used around the world to help developers engage with investors or communicate complex plans to planning authorities.

Accessible from virtually any device, L-Touch models can be accessed at client meetings, trade shows and remotely via the Internet. A fully customisable interface allows for branding and the inclusion of additional detail or features whilst retaining ease of use and interrogation.

L-Touch presentations can also be integrated with L-Room product and furnishing visualisations and Lunas Virtual Reality tours.

Specification	Aerial Photography	Obliques	LiDAR	Mesh Models
Resolution	5cm	5cm	16 - 100 PPM	Derived from 5cm
Coverage	Selected cities across Great Britain			
Accuracy XY	± 10cm rmse	± 10cm rmse	± 15cm rmse	± 25cm rmse
Accuracy Z	-	-	± 10cm rmse	± 25cm rmse
Formats	Include: JPG, TIFF, ECW, SID, KMZ	Include: JPG, TIFF, ECW, SID, KMZ	Include: ASCII Grid, ASCII XYZ, DXF Point, GeoTiff, LAS	Include: OBJ, FBX, I3s, 3DML, SLPK, Cesium
Standard Projection	British National Grid			

Get in touch today at **info@woolpert.com**