



# **Grow Your Business with Matterport Virtual Reality**

White Paper

# Summary

Matterport Virtual Reality is a great tool that can help you:

- **Drive traffic** to your real world location with a VR preview
- **Increase exposure** by sharing your VR Space online and worldwide
- Connect with remote customers so they can feel **like they're actually there**
- Show people you're tech-savvy and **forward thinking**
- **Reduce costs** by visiting in VR first before visiting in person

This document expands upon these general benefits and offers some great ideas on how you can use VR to grow your business.

## Platforms

Matterport VR works for both the Samsung Gear VR and Google Cardboard.

Read more about our [VR system requirements](#).

Use a Gear VR for the **most comfortable viewing experience**. For reference, there are around 300,000 Gear VR headsets worldwide since launching in November 2015 ([source](#)).

Cardboard headsets are cheap and work with lots of smartphones. Use Cardboard **when you want to reach a mass audience**. For reference, there are around over 5 million Cardboard headsets worldwide since launching in June 2014 ([source](#)).

# Residential Real Estate

## Agents



- **Keep a Gear VR at your office.** Build excitement by showing a property in VR before seeing in person.
  - Is the buyer busy? **Go to them and bring a Gear VR.** Line up a few VR properties to grab their attention.
  - Show a VR Space to geographically distributed decision makers and overseas buyers. Use VR as an **24/7 open house** open from anywhere in the world.
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- VR Spaces are **more immersive than pictures** alone. Buyers who explore in VR first already have a positive opinion when visiting in person.
  - Hand out branded Cardboards at an open house so buyers can **revisit the house in VR.**
  - Win listings by showing a strong commitment to **tech savvy, forward thinking** marketing. Use the Gear VR as the capstone to a successful presentation.

## Brokers



- Send branded Cardboards as an **incentive for lead generation.** Leads provide info online and you mail them a Cardboard and your VR portfolio (QR code).
  - Brokers can send a **VR Collection of “premier properties”** or **“marquee locations”** to agents. Use these properties as inspiration for new listings or as examples of well-staged properties.
  - Enterprises can **create their own VR app** with the Matterport VR SDK and seamlessly integrate Matterport Spaces. Contact [vr@matterport.com](mailto:vr@matterport.com).
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- Website visitors can create a list of their favorite properties. Your website then creates a Collection (QR Code) that users scan to see all their favorites in VR at once.

# Travel & Hospitality

Place a Gear VR **in your hotel lobby**. Or give guests a complimentary, **hotel-branded Cardboard** to enjoy in their room. Guests can use it to:



- Virtually visit a **sister hotel in another city**.
- Open a VR Collection of **nearby tourist attractions**. Virtually visit the area the night before — then go there in person tomorrow!
- **Engage and entertain** themselves while they're waiting to check in.
- **Preview different rooms** in the same hotel and upgrade to a premium one.

Put a **QR Code** or a **Visit in VR** link on your website. Visitors (future guests) can:



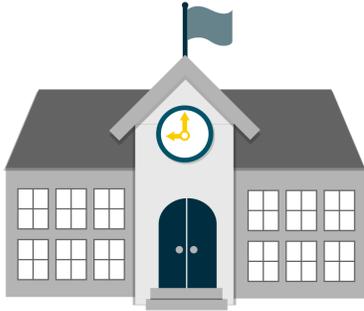
- Visit the [lobby](#), [hotel spa](#), and even their [own room](#)! Give guests **peace of mind** before they even arrive.
- **Be amazed and wowed** with your [presidential suite](#) or other unique suites. See the same space with different seasons or decorations such as Christmas.
- **Virtually visit nearby attractions** and get more excited for when they arrive in person.
- See places that **not normally visible** like banquet halls, meeting rooms, kitchens, and VIP areas.

[Restaurants, clubs, and bars](#) can use Matterport VR to:

- **Open your doors** 24 hours a day, 7 days a week, to the entire world.
- Spark interest and drive traffic to your location with **tech-savvy marketing**.
- Give guests a **preview of a view from a specific table/seat** so they can better understand the value.

# Education

## Universities



Bring a Samsung Gear VR to a **recruiting fair**. Prospective students can:

- Explore **lecture halls, dorm rooms, and libraries** before visiting in person.
- Graduate students can visit **research laboratories** like the [Engineering Hydraulics Lab at Edith Cowan University](#) in Australia.

Your future students are tech-savvy and forward thinking. Show them that you are too.

## Museums & Landmarks



- A collection is only available for a limited time? Not anymore! Scan it with a Matterport Camera and **put the VR link online** so future visitors can explore too.
- Scan places that are **normally off-limits**, like museum vaults and where items are curated. Just because a piece is temperature sensitive doesn't mean it can't be seen in VR.
- Drive traffic by giving people **a taste in VR** and encourage them to see the rest in person.
- VR Spaces are **more accessible** than real life. Place a Gear VR in your visitor center.
  - **Bad weather** can't stop people from exploring a site in VR.
  - **Dangerous areas** such as cliff faces can be scanned by professionals yet explored in VR by amateurs.
  - **Disabled visitors** can go more places by exploring in VR.

For example, look at the [Rosa Parks Bus](#) at the Henry Ford Museum in Michigan or the [Iolani Hawaiian Palace](#).

# Multi-Family (Apartments)



## All Access

Show visitors every layout (studio, one bedroom, two bedroom, etc) without leaving the leasing office.

Show online visitors **community amenities** such as [gyms and lounge areas](#).



## Perfection

**Perfectly stage** every unit every time, and then keep a virtual record of it.



## Efficiency

Remove the need for **demo units** that stay staged and are never rented out.

Lower the amount of time a unit is vacant — No need to wait for the current tenant to move out when you can **virtually show** the apartment to new people.



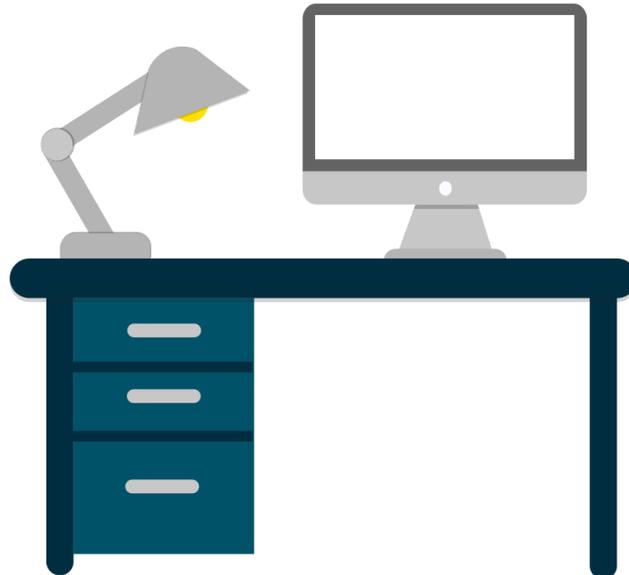
## Security

Don't bother current tenants with a constant stream of showings. **Reduce visitor flow** by showing it in VR first.

# Commercial Real Estate



**Save valuable time and money** for executives. Don't spend the day touring the city when you can bring a Gear VR and **show them several places at once**.



Stage the same office in **several different configurations** (cubicles, open desks, etc) to give several different feelings of how to use the Space.