



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.
-
- 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.
-
- 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.