



SAMSUNG ELECTRONICS SELECTED BY SHERRY FITZGERALD TO PROVIDE PROPERTY HUNTERS WITH VIRTUAL REALITY VIEWING

- **Samsung Gear VR Headsets will be used by estate agent to launch first ever Virtual Reality platform for property viewings in Ireland**
- **Rokeby Park in Lucan Village, West Dublin will be the first housing development to be rendered in VR**

2nd March 2016, Dublin, Ireland – Samsung Electronics Co., Ltd., today announced that its Samsung Gear VR headsets will be used by Sherry FitzGerald New Homes to launch Ireland’s first Virtual Reality platform for viewing properties. Samsung and Sherry FitzGerald have developed a virtual reality platform which enables buyers to do a virtual walkthrough of an unbuilt property simply by wearing the headset which transports them inside to conduct a viewing – as if they are standing in the built property.

Sherry FitzGerald, Ireland’s largest privately owned estate agents approached Samsung to work with them on the project as part of a wider business initiative to monitor global technology developments. The Samsung Gear VR headsets, were chosen because of their ability to provide a comfortable, easy to use, high quality 360 degree experiences of new properties for interested house hunters.

The Virtual Reality platform has been tested on two fully functioning VR walk troughs of new client home schemes as well as completed extensive user testing and feedback. One of the tests was part of the marketing campaign for a fourth-coming high-end residential housing development – Rokeby Park in Lucan Village, West Dublin. Working with a local environment artist, they created a virtual reality walkthrough of one of the properties letting potential purchasers experience a more lifelike view of the properties in the development than could be offered by simple floor plans or small scale models.

Speaking at the launch, Ivan Gaine, Head of New Homes at Sherry FitzGerald said “We are hugely excited to be leading the field in this exciting cutting edge technology. The freedom it gives our viewers to go on a virtual walk through of an unbuilt property and appreciate the proportions of the rooms, see the views from the window and experience the expected finish of a show house all by simply putting on a headset, is very futuristic. The Samsung VR walkthrough is now one of the suite of marketing tools available to our developer clients and initial reaction from our clients and our



ultimate buyer customers is overwhelmingly positive. We have also developed 3D printed models and touch screen technology at many of our launches and marketing suites.”

Adrian McInerney, general manager – Samsung Business Ireland, Samsung Ireland commented: “Buying a new home is one of the biggest purchases you will ever make so we’re really excited to be able to bring this to life for people who are hoping to buy a property off plan. We are already working with a number of companies in other regions and industries to create similar user experiences. For example, Audi used the Gear VR headset to create the first digital car showroom and offer customers the ability to test drive new cars.

“We are excited to be involved in yet another first by enabling Sherry FitzGerald to offer the first virtual reality experience to house hunters in Ireland. This is such an innovative project, and our Samsung Gear VR headsets give Sherry FitzGerald an unparalleled opportunity for innovation and customer engagement perfect for this kind of retail environment.”

Joanne Geary, Group Head of Marketing and Business Development also commented, We are currently developing the next evolution of the technology and our ultimate plan is to have VR Headsets in every Sherry Fitz office around the country where buyers can virtually view any property on our books simply by viewing through the VR Headset. The technology is just as relevant for large scale commercial developments where we can model up what an office building will look like and conduct a viewing of for office or retail leasing purposes for example. The opportunities are endless and our journey has just begun.”

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Notes to Editors

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