

# Turns real-estate agents' Smartphones into 360° Cameras at a fraction of their price

## PropTech

### The propTech Context

360° virtual tours are an excellent way to capture the details of a real-estate property and make the result accessible to everyone through a web browser.

In order to create such a tour, property management companies and real estate network agents need expensive niche equipment.

This equipment includes; a camera tripod, 360° imagery hardware to capture each room in 360° and software to connect the rooms together.

## Our Clients' Challenge

Our clients are PropTech management companies, including networks of real-estate agents in different countries such as the US, France, Germany, UK, Italy, Taiwan and Australia.

Due to the pandemic, many real-estate companies had to migrate from the traditional in-site visits to the virtual tours and, consequently, needed to invest in high-quality costly equipment.

Additionally, if an agent operating the camera were to accidentally scratch or damage the camera lens, a brand new camera would need to be purchased.

This easy mistake results in the firm needing to spend \$300 to \$1000+ to replace an industry-standard 360° camera

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## The Solution – the VRKit™ & mPx 360™

Our ready-to-use kit (VRKit™ & mPx 360™ stitching software) takes advantage of the agent's smartphone and allows them to get the \$1000+ camera for a little more than \$100.

The product comprises of 2 parts:

- A high-quality 180-degree clip-on fisheye lens (180T Pro Lens - the only real 185° wide-angle lens in the market - compatible with our phone cases).
- A bluetooth-controlled electric spinner. The lens can be changed if it breaks, the same for the spinner.

MetaPeakx's VRKit™ comes with a free companion app that drives the spinning tripod, stitches the photo instantly with a built-in HDR (an essential feature for indoor photos) and gives access to the standard 360° images that can be used in any software.

## The Benefits

The VRKit™ and mPx 360™ turns any real-estate agent's Smartphone into 360° Cameras at a fraction of its price.

MetaPeakx provides a solution tailored specifically for real-estate photography.

The VRKit's™ design allows for compatibility with any traditional tripod. Additionally, the kit is suitable for all iPhone models and most Android phones.

The accompanying free app is also packed with features, including:

- Instant standard 360° images (equirectangular).
- Built-in High Dynamic Range for great indoor capture.
- Options to connect rooms or compatible with market software.
- compatibility with other existing market software.

Check out the VRKit™ in action below

<https://youtu.be/5RHVHephf3A>