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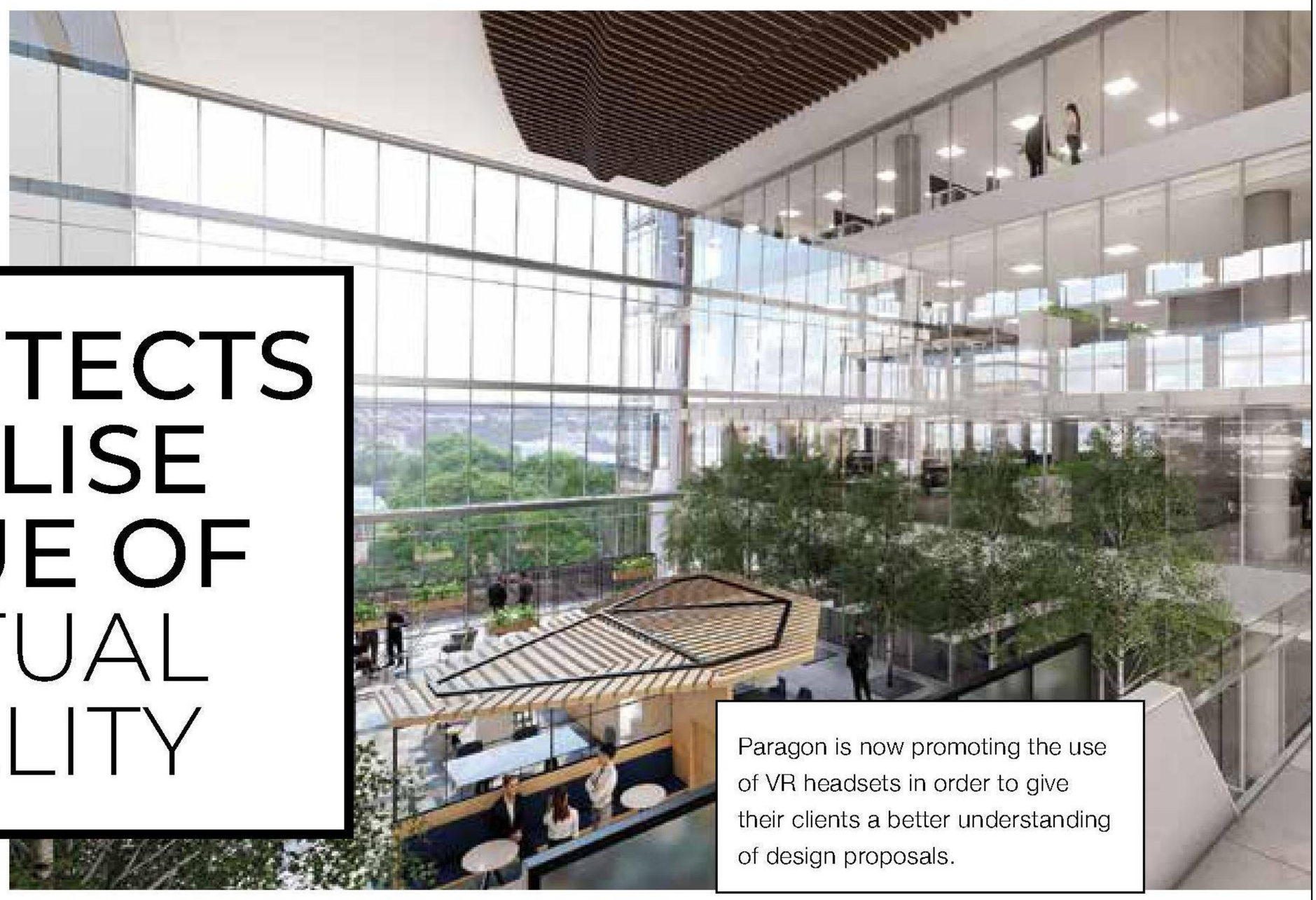
ARCHITECTS REALISE VALUE OF VIRTUAL REALITY



Paragon is now promoting the use of VR headsets in order to give their clients a better understanding of design proposals.

Virtual Reality (VR) is an exciting technology through which users can experience immersive simulated environments. One of its first applications was entertainment and gaming, but by now it has found a footprint in almost every industry that exist, including architecture.

Both VR and Augmented Reality (AR) media have developed from mainly viewing 360° images using a smartphone in conjunction with Google Box, or similar cardboard VR viewers, or a Samsung Gear headset, to fully interactive VR-walk-throughs and 360° video fly-throughs with a high-powered mobile workstation and a HTC Vive headset.

VR/AR media can be applied to any building project type. All areas of architecture can be visualised with the help of VR, from specific design elements to furniture, building systems and material finishes, to name but a few.

A leading developer of VR headsets has even released a model that eliminates the need for a high-powered workstation, which current-generation VR headsets need in order to function. This slashes the overall production cost of VR media, and makes it possible to have VR presentations anywhere requested by clients, and not only in a pre-setup location.

Since the technology has evolved to the point where several people can participate in the same VR session, architecture and interior architecture group, Paragon, has recognised the invaluable resource it has become for application in architecture, either in the design process itself, or when used to present a building design to clients.

THE CLIENT EXPERIENCE

This has lead to Paragon promoting the use of VR headsets in order to give their clients a better understanding of design proposals, according to 3D visualisation manager, Emile Maritz.

"Clients have reacted extremely positively," he says. VR headsets allow clients to be immersed in a virtual representation of any space in and around a building. Different elements of the design can be viewed from any angle possible.

"The impact of VR/AR is twofold, namely on the client's side and on the architect's side," Maritz highlights. While it allows clients to see their choices applied in relevant spaces and on buildings, architects get an overarching view of how all of the design elements interact, and can translate their ideas easily for both colleagues and clients as a result."

Thanks and acknowledgement are given to Paragon for the information provided.

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