

DATA VISUALIZATION SOLUTION DEVELOPED BY BNP PARIBAS REAL ESTATE NOW USES PHOTOREALISTIC 3D TILES FROM GOOGLE MAPS PLATFORM

BNP Paribas Real Estate, an innovative player in the real estate industry, is excited to announce its data visualization solution now uses Photorealistic 3D Tiles to create an even more immersive experience.

A comprehensive platform for visualizing cities of the past, present, and future

The data visualization solution, developed by BNP Paribas Real Estate in collaboration with top players in the 3D market, now uses [Google Maps Platform's Photorealistic 3D Tiles](#) API to create an immersive online platform that enables users to explore a 3D map of Europe, enriched with their own real estate assets and open public data.

This City Information Modeling merges Photorealistic 3D visualization from Google Maps Platform with detailed city infrastructure data, giving multi-dimensional views of European cities, accessible from any device – desktop, mobile, Mixed Reality – integrating the assets of BNP Paribas Real Estate, as well as future buildings and transportation. The power of the solution lies in the data integration, enabling a look back at the historical developments of cities and anticipation of future changes at the scale of a neighborhood, city, or country.

Implemented by BNP Paribas Real Estate's teams responsible for transactions (leasing, investment, etc.), as well as by employees involved in real estate property development, this solution facilitates market analysis by incorporating historical transaction data dating back to 1997 and forecasts up to 2030. It offers a captivating journey into the past and future of cities, providing a wealth of information on urban development projects, transportation, and macroeconomic and real estate perspectives.

Unmatched fluidity, speed, and realism with Photorealistic 3D Tiles

The digital twin of BNP Paribas Real Estate now becomes a tool for smooth and fast cartographic navigation, in alignment with the current reality and morphology of cities. With access to Photorealistic 3D Tiles in over 49 countries, the data visualization solution will be able to rapidly expand its coverage, while providing an exceptional level of detail and realism.

"We are delighted to have access to Photorealistic 3D Tiles, this strengthens our status as an innovative company. This will enable us to further develop our solution and offer our clients an impressive immersive experience, particularly in terms of fluidity and realism. We will also be able to expand our database on a global scale and provide our clients with an unmatched visual



experience," comments Florian Couret, Chief Virtualization Officer of BNP Paribas Real Estate.

About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: Property Development, Transaction, Consulting, Valuation, Property Management and Investment Management. With 5,300 employees, BNP Paribas Real Estate as a one stop shop company, supports owners, leaseholders, investors and communities thanks to its local expertise across 23 countries (through its facilities and its Alliance network) in Europe, the Middle-East and Asia. BNP Paribas Real Estate is a part of the BNP Paribas Group, a global leader in financial services.

As a committed stakeholder in sustainable cities, BNP Paribas Real Estate intends to spearhead the transition to more sustainable real estate: low-carbon, resilient, inclusive and conducive to wellbeing. To achieve this, the company has developed a CSR policy with four objectives: to ethically and responsibly enhance the economic performance and use of buildings; to integrate a low-carbon transition and reduce its environmental footprint; to ensure the development, commitment and well-being of its employees; to be a proactive stakeholder in the real estate sector and to build local initiatives and partnerships.

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Press contacts:

Capucine Marescal: +33 (0)6 40 10 78 28 / **Amira Tahirovic:** +33 (0)6 37 78 12 17 / **Charlotte Rémond:** +33 (0)6 78 18 57 87
presse.realestate@realestate.bnpparibas