

BNP PARIBAS REAL ESTATE PRESENTS THE FIRST HOLOPORTATION EXPERIENCE IN THE REAL ESTATE SECTOR WITH MIMESYS AND HTC VIVE

A revolutionary experience reinventing the customer journey

BNP Paribas Real Estate's latest experience is transforming the traditional customer journey using the latest holoportation technologies. With this experience, a Hong-Kong-based investor will be able to meet its Paris or London-based broker to visit a new or existing real estate asset anywhere in Europe.

Once only conceivable within the plot of a science-fiction novel, holographic tele-transportation is making an appearance in the workplace thanks to BNP Paribas Real Estate's holoportation experience. Investors across the world can now schedule holographic meetings with their real estate broker regardless of where he or she is based. Mimesys holographic capture technology allows users to project a real-life representation of themselves in order to engage in an interactive and personalized virtual reality meeting anywhere in the world. No awkward avatars here, only real people.

This innovation has been built in collaboration with the startup Mimesys, creator of the first holographic meeting platform and HTC VIVE™, the world's leading premium VR platform.

The implications of this unique technology on the real estate sector are tremendous. It's no longer about just seeing each other, it's about truly *interacting* with one another: one user can reach over and hand a document to his or her client, after which he or she sketches a detail directly onto an architectural blueprint. The level of engagement seen in those meetings far exceeds all the existing ways to meet remotely.

So how does this technology work? Imagine you're looking to invest in an asset somewhere in Europe but don't have the time to take several long-haul flights across the continent. No problem, you can visit these assets from a BNP Paribas Real Estate office. You put on your HTC Vive headset and immediately find yourself immersed in a meeting room featuring a map of building 3D models from which you may choose to explore. You find your holographic broker already waiting for you in this virtual space. You can now both get down to business. By simply pointing at any given building, you can not only get your hands on it to reshape or resize it, you can actually teletransport together directly *inside* of it to explore the location out as it would appear in real life. Does the client want to see other options? Within mere seconds, the broker can teleport both of them to another city to check out a new building.

Presented at Mipim 2018, BNP Paribas Real Estate is showcasing the London-based project "Parker Tower", allowing clients to visit a never-before-seen state of the art virtual reality experience designed by Arforia.

"Innovation is in our DNA, and our holoportation experience is all about revolutionizing the client experience. This project is perfectly in line with BNP Paribas Real Estate's objective to be at the forefront of new ways of working. By consistently being on the cutting edge of technology, we provide the full range of our business lines with the best, most up-to-date resources from which our clients can benefit.

From investors to occupiers, to individuals or urban planners, BNP Paribas Real Estate actively investigates the needs of its entire clientele base when developing new technologies", indicates **Thierry Laroue-Pont, Chairman of the Management Board of BNP Paribas Real Estate.**



[Click here to view the presentation film](#)



BNP Paribas Real Estate first created “The Pod”, in collaboration with the startup VR Things, as a unique way of promoting assets and facilitating transactions. Today, with the launch of its holoportation experience, the company is going above and beyond what “The Pod” first set out to do: it is setting new standards for *new ways of working* and the overall *future of work*. By surrounding itself with creative start-ups and leading technology experts, BNP Paribas Real Estate is embracing Open Innovation and seizing big opportunities.

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 5,100 employees, BNP Paribas Real Estate supports owners, leaseholders, investors and communities in their projects thanks to its local expertise across 36 countries (15 through its facilities and 21 through its Alliance network) in Europe, the Middle-East and Asia. BNP Paribas Real Estate generated € 811 m revenues in 2017. In 2017 BNP Paribas Real Estate continued its growth through the acquisition of Strutt & Parker, one of the UK's largest independent property partnerships. BNP Paribas Real Estate is part of the BNP Paribas Group.



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Real estate for a changing world

About HTC VIVE

VIVE is a first-of-its-kind virtual reality platform, built and optimized for room-scale VR and true-to-life interactions. Delivering on the promise of VR with game-changing technology and best-in-class content, VIVE has created the strongest ecosystem for VR hardware and software, bringing VR to consumers, developers and enterprises alike. The VIVE ecosystem is built around the best VR hardware in market, supported by VIVE X, a \$100 million accelerator for VR and related technology start-ups; Viveport, a global platform, app store and subscription service for VR that operates in more than 30 countries; and VIVE Studios, its VR content development and publishing initiative.

For more information on Vive, please visit <https://www.vive.com>.

About MIMESYS

Mimesys is the first holoportation company. This French-Belgian startup has developed a unique technology to stream people as holograms whatever the distance with Virtual Reality and Augmented Reality headsets. It's a Sci-Fi vision becoming reality and the closest experience to teleportation.

Mimesys has been the winner of the Laval Virtual Grand Prix in 2017, one of the highest awards of the Virtual Reality industry and is incubated by UbiSoft in Station F in Paris.

Mimesys is shaping the future of communication at www.mimesysvr.com

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