

*- When Science Fiction Becomes Reality -*

## BNP PARIBAS REAL ESTATE UNVEILS "DARE", AN INNOVATIVE SOLUTION FOR COLLABORATING HOLOGRAPHICALLY

In collaboration with Mimesys



BNP Paribas Real Estate has officially launched "DARE" (short for "Digital Augmented Real Estate") a collaboration tool inspired by the most impressive cinematographic special effects. This highly innovative solution is reinventing traditional models of work by breaking the boundaries of how people collaborate thanks to Mixed Reality & Holographic technology.

### Interact, construct and collaborate in real time and without boundaries

Last year, BNP Paribas Real Estate first introduced the Holoportation Experience, a revolutionary virtual reality tool combining the worlds of real estate and teleportation. This innovation has already generated direct sales and will be a growing channel of business for the future. **This year, BNP Paribas Real Estate is unveiling a new vision of collaboration via "DARE" which will transform the way people conduct their meetings.**

As new work trends such as teleworking, coworking/flexible workspace and cross-border teamwork increase, collaborating together in large numbers on a single project and regardless of collaborators' locations, has become a top priority of companies across the world. **"DARE" allows users to interact as if they were all in the same room, despite the thousands of kilometers that may physically separate them, by projecting users as holographic figures.**



**Fellow participants find themselves together in a given space where they can collaborate on various projects such as a walk-through of a 3D building mock-up or a neighborhood map followed by a brainstorming session around its future developments.** Not only do users get to collaborate together in real time, but they also literally feel as if they are right next to one another.

Today, in terms of business opportunities, "DARE" is already being put into use by the Property Development Department at BNP Paribas Real Estate to showcase its new residential project in the Paris suburb of Bagneux where 1700 properties will be built. Tomorrow, this revolutionary tool will be extended beyond the walls of Property Development to all of our business lines, both internally for our employees and externally for clients and service providers.

### **BNP Paribas Real Estate is leading the way in reinventing workplace of tomorrow**

We live in a globalized world where work can be carried out anywhere and everywhere. From cafés to local street corners to public transportation hubs and the home, these places have all become extensions of the office. Ways of working – and not just physical places – are transforming radically, bringing on the rise of freelancing, teleworking, and hot-desking. The average employee or team is now constantly on the move. **In an age where companies are becoming more and more international and where the office is no longer a central meeting point for employees, how can we make every day working interactions more efficient?**

**According to Kevin Cardona, Head of Innovation at BNP Paribas Real Estate,** *"Given our strong international presence across Europe, Asia & the Middle East, these new challenges are at the heart and focus of everything we do at BNP Paribas Real Estate. We need to be communicating and collaborating closely with our clients abroad and yet saving time on embarking on long business trips is crucial. This is where "DARE" comes in. This innovative technology that brings the human dimension back into the workplace - while at the same time providing key tools for collaboration - has become essential in our modern world. This is why we are so actively engaged in developing new tools to enhance the new ways of working that we are seeing in companies across the world."*

### **A revolutionary innovation made possible thanks to cutting-edge technologies**

"DARE" was developed in collaboration with leading high-tech start-up, Mimesys, based out of the prestigious "Station F" start-up campus in Paris, France. **This young Franco-Belgian start-up brings together Mixed Reality and holographic technology.** Thanks to special depth-sensing cameras and a powerful laptop, you are transported into a meeting where your physical body and movements are replicated in real time via a 3D hologram instead of a standard avatar.



**What's more, users wear "Mixed Reality glasses" allowing virtual items to penetrate the real, physical world. This "hybrid environment" allows long-distance meetings to be more immersive than ever before.** Unlike Virtual Reality, Mixed Reality offers users the possibility to see and interact with fellow users via individual holograms embedded in their own physical environment, with the purpose of overlaying the digital world onto the real world. This blend of the real and virtual worlds is truly the future of communication.



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"Current collaboration tools seem limited as not all subtleties of human emotions and body language can be expressed in emoticons. Moreover, traditional videoconferencing solutions does not allow the truly immersive feeling of engagement, and even less the handling of virtual items" **said Rémi Rousseau, Mimesys CEO & Co-founder.** "Holographic communication will be a much needed milestone in reducing the need for expensive and environmentally harmful business travels, while improving companies' efficiency."

[Click here to view the presentation video \(1\)](#)

[Click here to view the presentation video \(2\)](#)

#### 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 5,400 employees, BNP Paribas Real Estate supports owners, leaseholders, investors and communities thanks to its local expertise across 32 countries (through its facilities and its Alliance network) in Europe, the Middle-East and Asia. BNP Paribas Real Estate, as part of the BNP Paribas Group, generated € 968 m of revenues in 2018.

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Twitter: @BNPPRE

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#### Press Contacts:

Claire LENORMAND - Tél: +33 (0)1 55 65 22 84 Mobile: +33 (0)6 75 68 39 03 – [claire.lenormand@bnpparibas.com](mailto:claire.lenormand@bnpparibas.com)

Amira TAHIROVIC-HALILOVIC - Tél: +33 (0)1 55 65 22 08 Mobile : +33 (0)6 37 78 12 17 - [amira.tahirovic-halilovic@bnpparibas.com](mailto:amira.tahirovic-halilovic@bnpparibas.com)

Laurent PAVILLON - Tél: +33 (0)1 47 59 22 56 Mobile : +33 (0)6 03 37 47 28 – [laurent.pavillon@bnpparibas.com](mailto:laurent.pavillon@bnpparibas.com)