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ARCHITECTURAL VISUALIZATION BRINGS BUILDING PROJECTS TO LIFE

 PROPERTY & CONSTRUCTION

A startup provides comprehensive architectural visualization through VR and 3D printed models to help get home owners and developers involved in the design process.

In this evermore innovative and modern world, architecture has embraced progress. We have seen a 690 square foot [self-assembling building](#) which unfurls in minutes, no effort required. Additionally, we have also seen a growing number of trending innovations centered around VR. The [Japanese airline's flight simulation](#) for example, shows VR's incredible potential. Without even taking off, passengers experience an immersive trip abroad. Now, [Vippo](#) has combined these two trending elements to bring VR into the architectural field.

Vippo is a startup based in Atlanta. It is currently in soft launch across the city, helping customers come to understand what the company can offer them. Vippo aims to save customers time and money using technology. By giving home builders a chance to preview their architectural plans before committing them to construction, it allows customer to identify any imperfections, or, indeed, glaring structural issues.

Vippo offers three services to consumers. The first of these is the design phase. Vippo creates data driven simulations which helps home owners get involved in the design process. Furthermore, it facilitates team collaboration. The VR stage comes next. This gives customers the chance to visualize their project in 3D. Achieved through VR technology, consumers can experience immersive

simulations, renderings or flythroughs. The third phase is physical. Vippo produces full color 3D printed models of the consumer's project, in just hours.

This innovation has also been featured in the report '**The Future of Immersive Content**', which was inspired by recent research conducted by our partner [Digital Catapult](#), the UK's leading advanced digital technology innovation centre. Download the full report [here](#).

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