

PERSONALIZED **3D VISUAL SOLUTIONS**
TO TURN YOUR PROPERTIES
INTO SOLD HOMES



AURORA^o
VISUAL

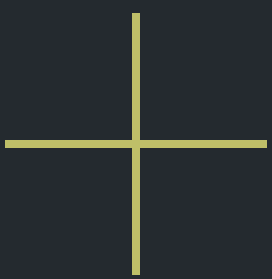


IMAGE STEFANIA 26 • BUDAPEST

We specialize in transforming unbuilt architectural and real estate projects into immersive, photorealistic experiences and unique stories.

Our services are designed to showcase these projects through visualizations, animations, and interactive 3D sales tools tailored for real estate developments.

Our team combines technical expertise and state-of-the-art technology with a creative vision to highlight the unique essence of each project.





The Slow Burn of Off-Plan Sales

With limited ways to showcase future homes or developments, potential buyers hesitate, delaying decisions and extending sales cycles until they feel confident about what they're purchasing.

They crave immersive, interactive experiences—something that sparks their imagination and brings the project to life.

The question remains: how can developers accelerate the sales process when so much of the property remains out of sight and out of mind?



The Costs of Staging Without the Returns

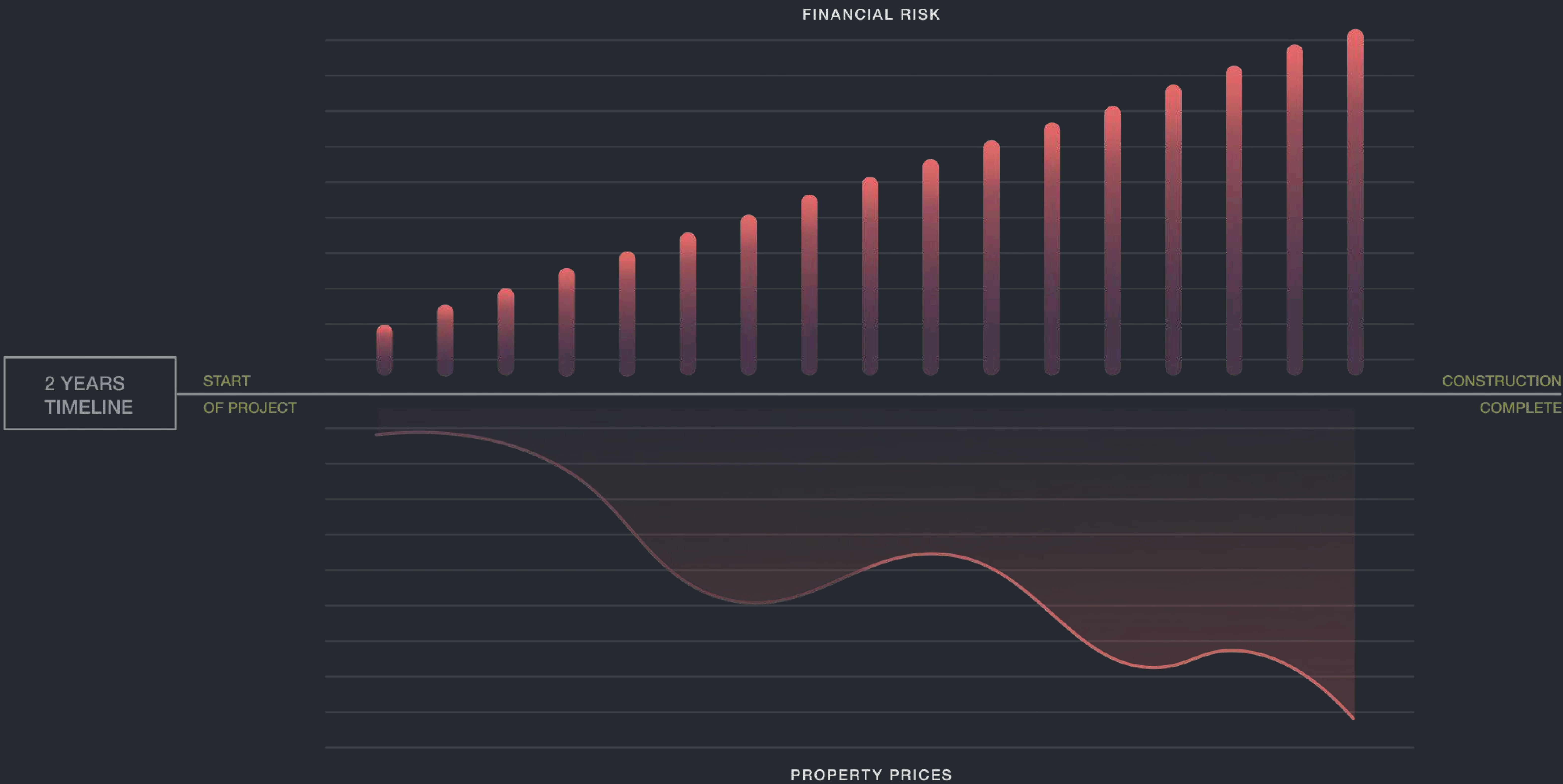
Traditional marketing techniques fall short of these expectations. Creating physical showrooms or staging properties is no longer just an option—it's required. But this is time-consuming, expensive, and often doesn't deliver the return on investment hoped for.

But without these spaces, how do they convey the potential of unfinished properties?

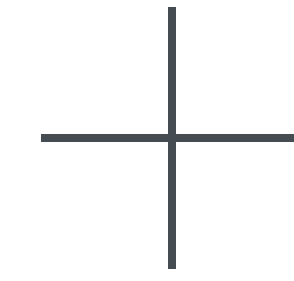
There's a disconnect between the investment and how effectively they drive buyer engagement.



REDUCE FINANCIAL RISKS BY PRE-SALES



FASTER SALES, LOWER COSTS,
REDUCED RISK



45%
FASTER
SALES CYCLE



35%
COST
SAVINGS



Unlock your business potential with solutions designed for success!

Here's how we help you achieve results:

Increase Sales Value

Boost transaction prices by 10-15% with high-quality visual presentations.

Enhance Pre-Sales

Reduce financial risks with a 30% average increase in pre-sales.
30–40% higher conversion rates

Lower Marketing Costs

Repurpose visual content across platforms, reducing 40 % marketing expenses. Save costs by replacing physical models with Digital Twin.

Data & Efficiency

Track user behavior, generate clear reports, and optimize your sales process with smart data insights.

Shorten Sales Cycle

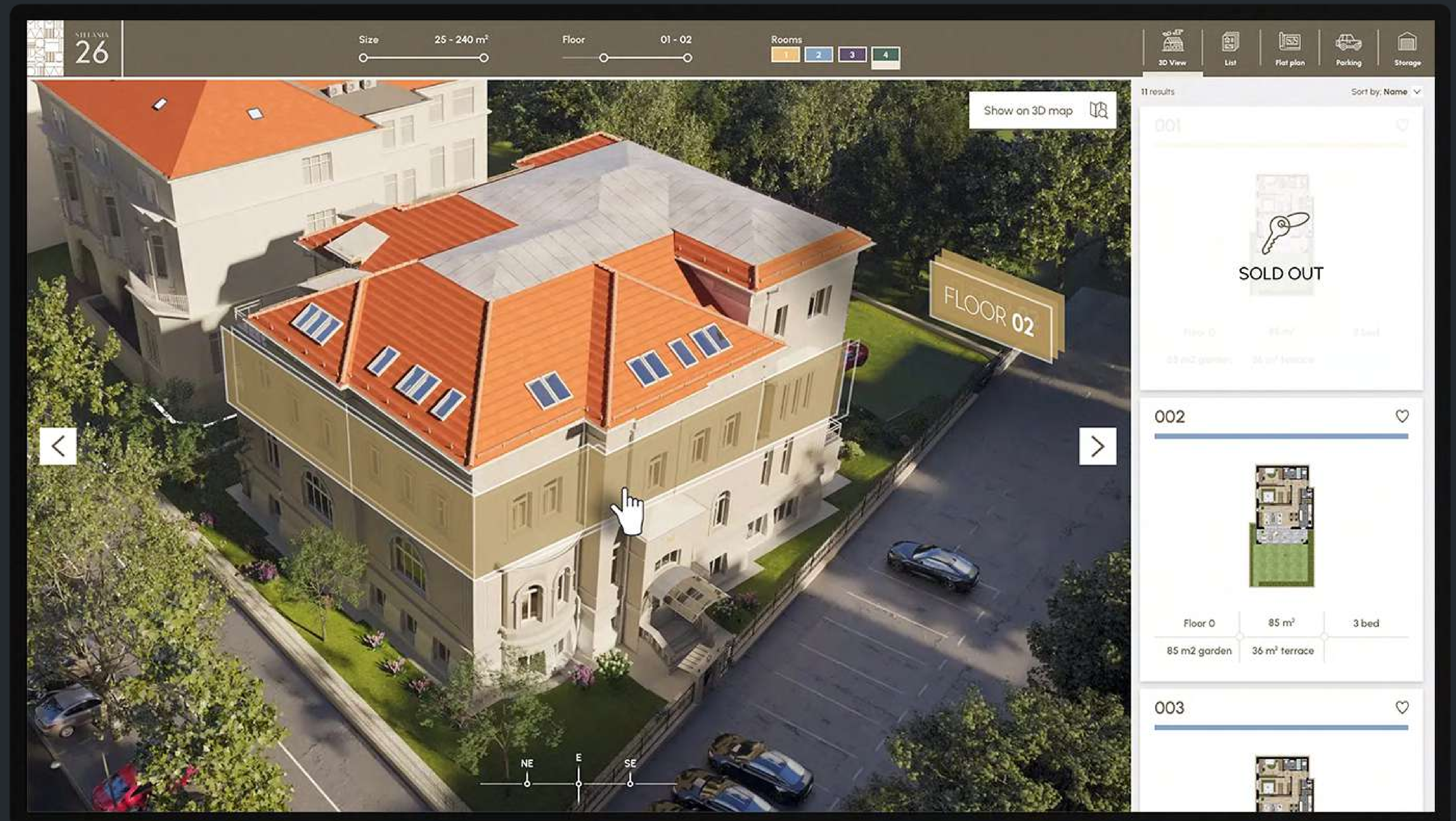
Cut consultation times by up to 50%. 2–3 months shorter sales cycle



Aurora Visuals Bringing Future Homes to Life

Our real-time 3D experiences and virtual tours let buyers visualize properties long before they're completed, taking them from hesitation to excitement. By replacing expensive physical models with interactive digital experiences, we reduce costs while accelerating the sales cycle.

With Aurora Visual, buyers move freely through spaces, interact with features, adjust lighting or materials in real time, and truly feel what it would be like to live or work there. From luxury residences to commercial developments, our solutions bring clarity, confidence, and engagement to every step of the journey.



Websollution
See it in action!

BASIC FEATURES

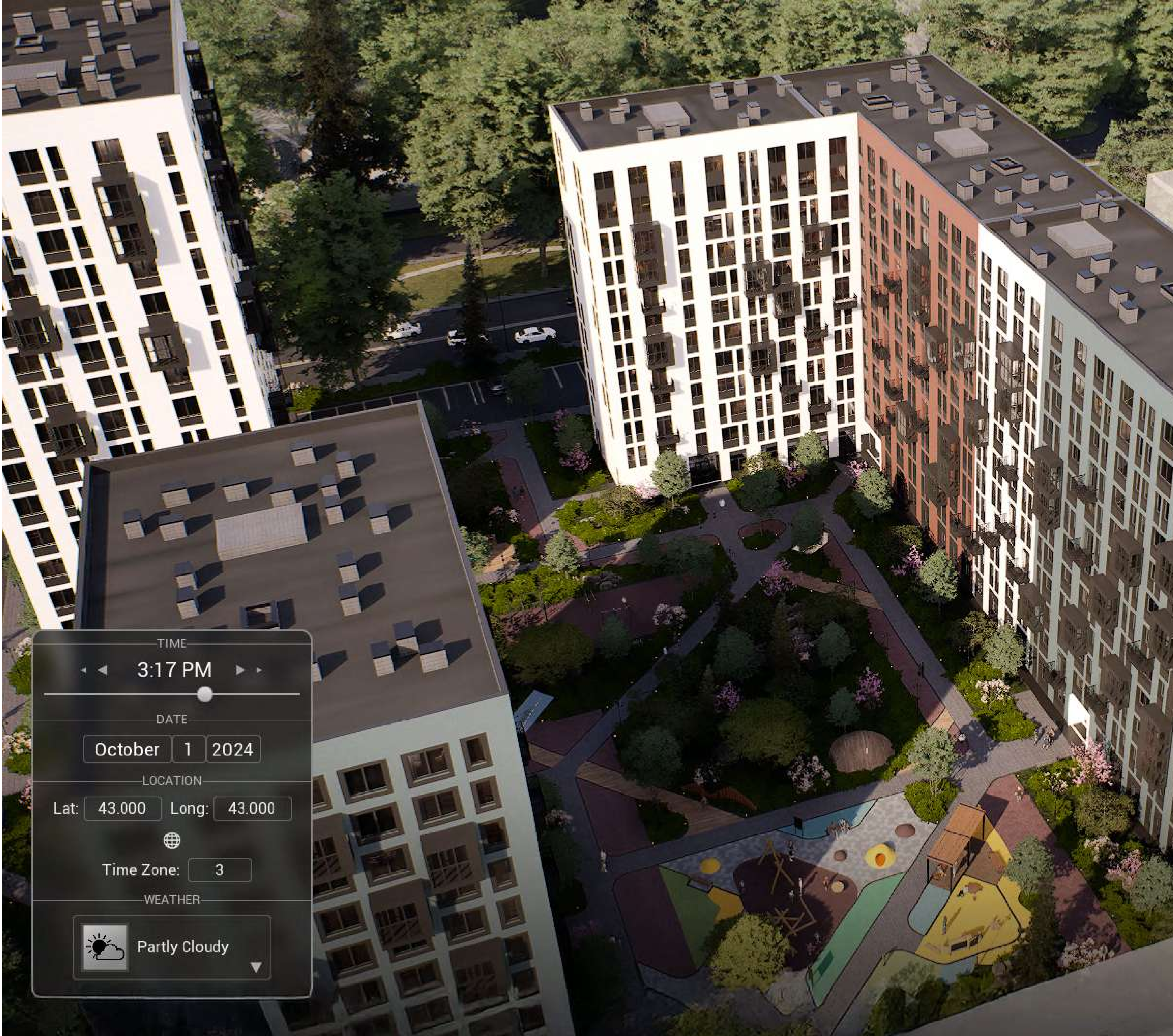


Basic features include a static apartment selector with filtering options, allowing users to browse and narrow down units by type, size, or floor. The system is connected via API to automatically pull apartment data sheets, ensuring that information such as floor area, price, and availability is always up to date. Each unit can be presented with a dedicated photo gallery, while the entire building can be explored from any angle thanks to free camera navigation. To provide context without visual distraction, the surrounding environment is represented with simplified white massing models of neighboring buildings.

ADDITIONAL MODULES



Full package includes all the basic features, enhanced with a fully interactive interior and exterior walkthrough, where users can freely explore apartments and the building surroundings in real time. The configurator allows materials, finishes, and colors to be changed instantly, showcasing multiple design variations within the same space. Time-of-day and lighting controls provide a realistic experience of the apartments under different conditions, while balcony and window views let buyers see the actual outlook from their future home. The package also supports multilingual interfaces, ROI calculators, and marketing analytics integration, ensuring that the solution not only visualizes the property but also directly supports the sales process. High-quality still images, videos, and brochures can be generated alongside the interactive application, creating a complete digital sales toolkit.



Sun Study

Simulate natural light, weather, and time of day in real time. From morning sunlight to evening shadows, or from a bright summer day to a cloudy afternoon, buyers can experience how the atmosphere changes throughout the year. This provides a powerful, realistic impression of how the property feels in different conditions.

TIME

◀◀

3:17 PM

▶▶

DATE

October

1

2024

LOCATION

Lat: 43.000

Long: 43.000

🌐

Time Zone:

3

WEATHER



Partly Cloudy

▼



Location - Based on Real Data

Have complete insight into the surroundings of the property.

Explore routes, parking options, and the entertainment, sports, shopping, and medical services available in the immediate vicinity.

Create custom routes and gain an overview of retail stores located in or near the building.

This simplifies the decision-making process for the client.



3D EXPLICATION

Recreations

- Children's playground
- Sports ground
- Ping-pong table

Public areas

- Pharmacy
- Bakery
- Supermarket

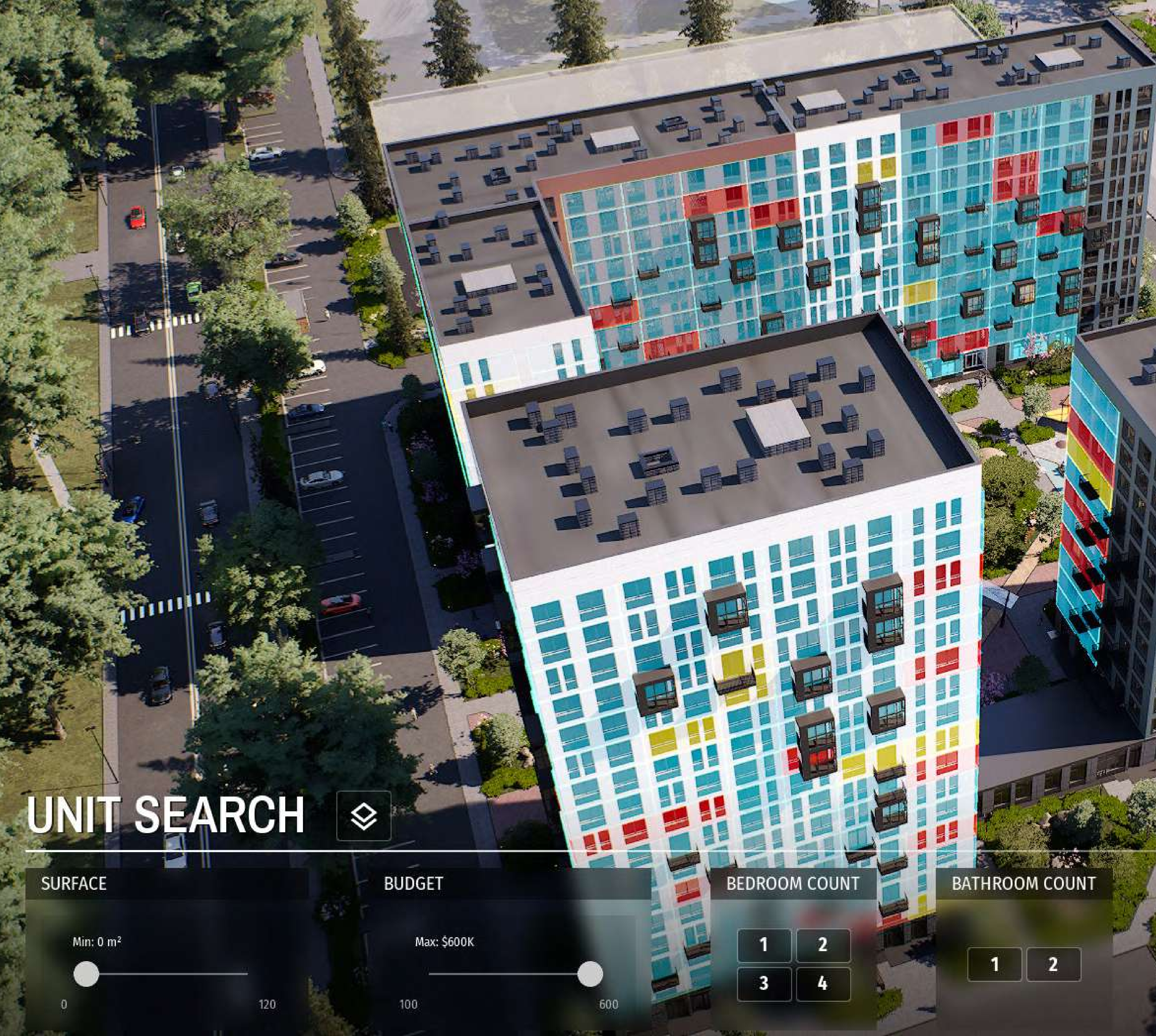
Spaces for rent

- 79,4 sq.m.
- 33,9 sq.m.
- 115,5 sq.m.
- 53,3 sq.m.
- 72,5 sq.m.

Parking zones

- Parking #3
- Parking #4
- Parking #5
- Parking #1
- Parking #2





UNIT SEARCH



SURFACE

Min: 0 m²

0120

BUDGET

Max: \$600K

100600

BEDROOM COUNT

1

2

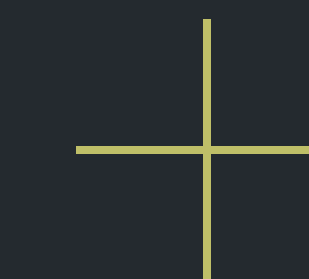
3

4

BATHROOM COUNT

1

2



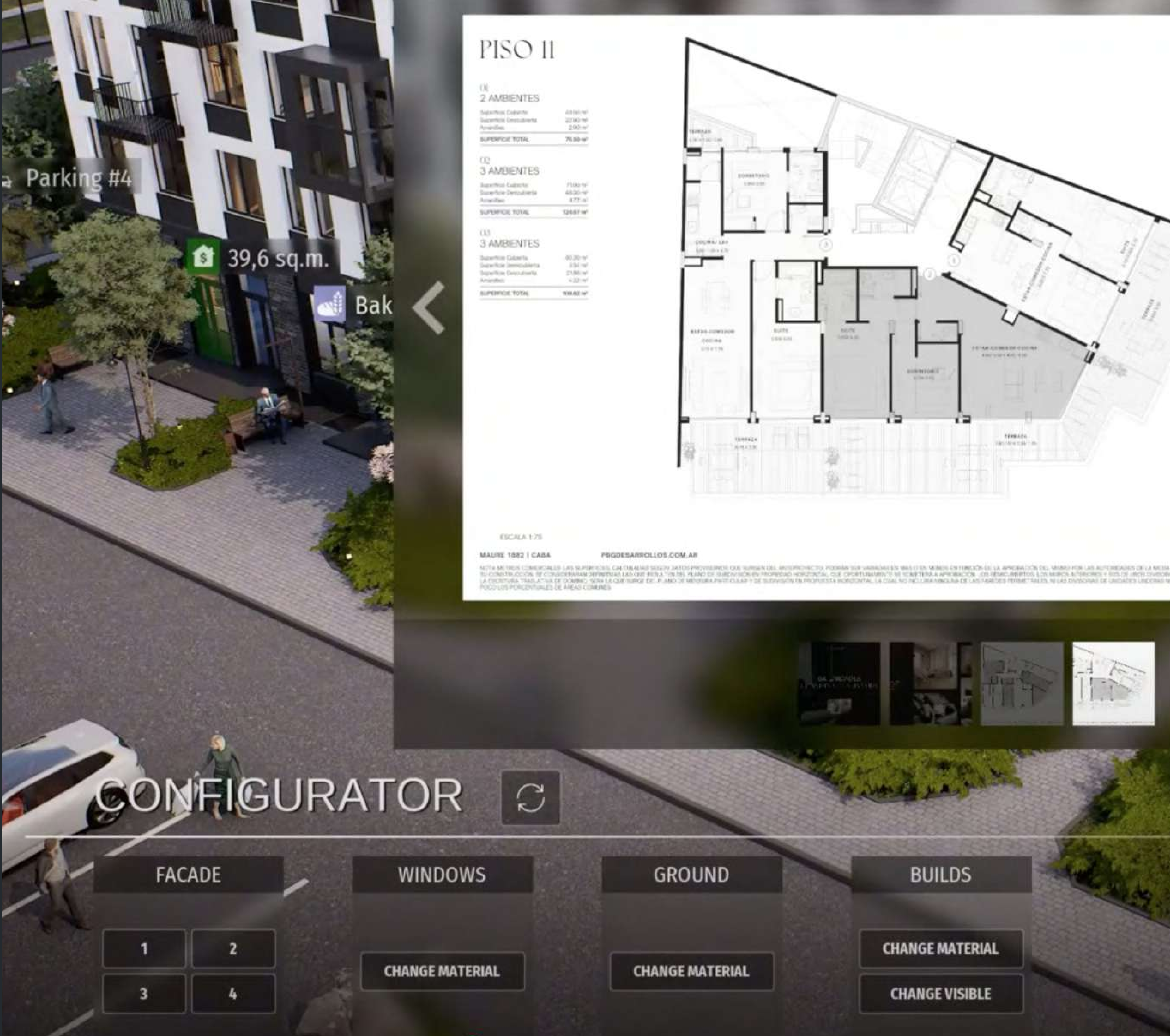
Intuitive Search

- Tailor search options to highlight specific property features.
- Easy 3D navigation help buyers find and visualize their ideal home.
- Buyers can easily compare and share units.
- Buyers can search, compare, and share properties with real-time updates

Interactive Floorplans

Help buyers understood the layout and space with detailed interactive floorplans

Allow clients to view every angle of interior spaces, privoding a fully immersive experience with 360 degree rotatable views.



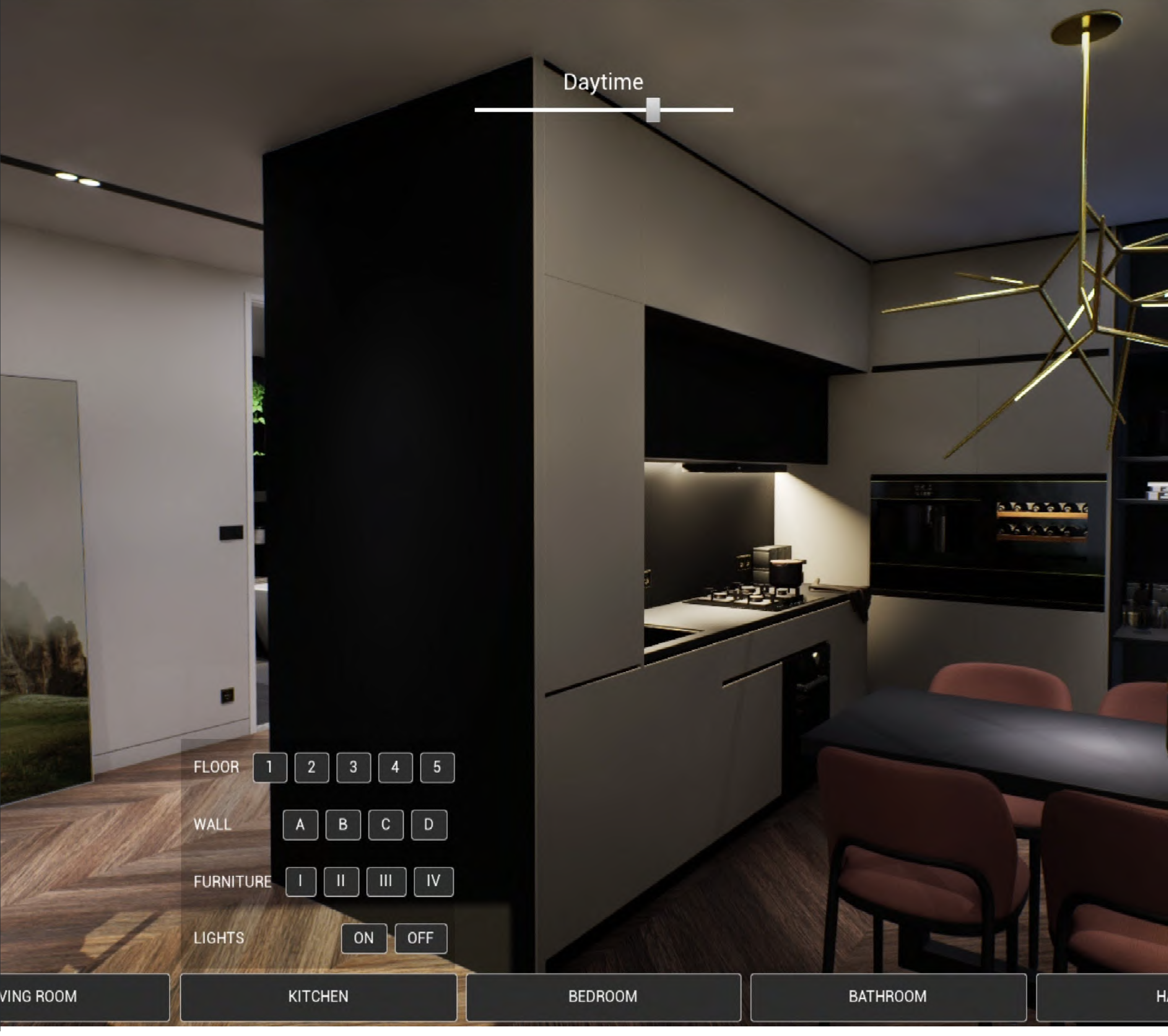
Interior Explorer

Step into the building and explore every room as if you were physically there.

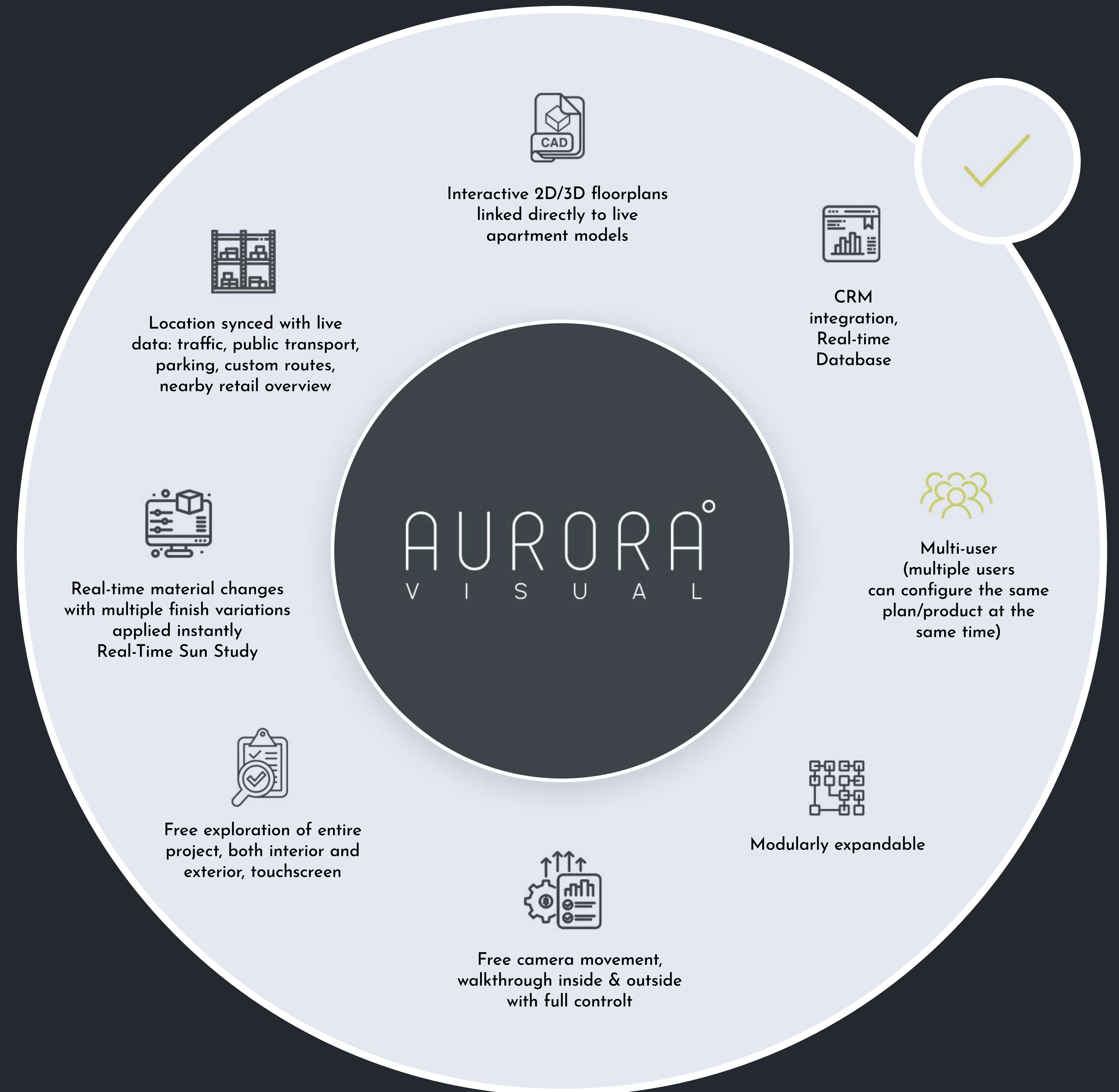
Clients can move freely through interiors, adjust lighting in real time, and switch between three different material and furnishing variations.

This flexibility allows developers to showcase units in multiple styles – helping buyers visualize their future home exactly the way they want it.

The result: an engaging, interactive experience proven to accelerate sales decisions by up to 50%.



TRUSTED BY MANY INTERNATIONAL FIRMS

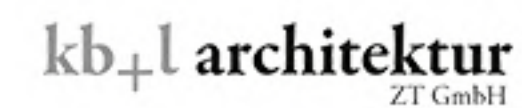


AND MORE



BEDDING
INTERIOR
OBJECT

BIO
TEXTIMA®



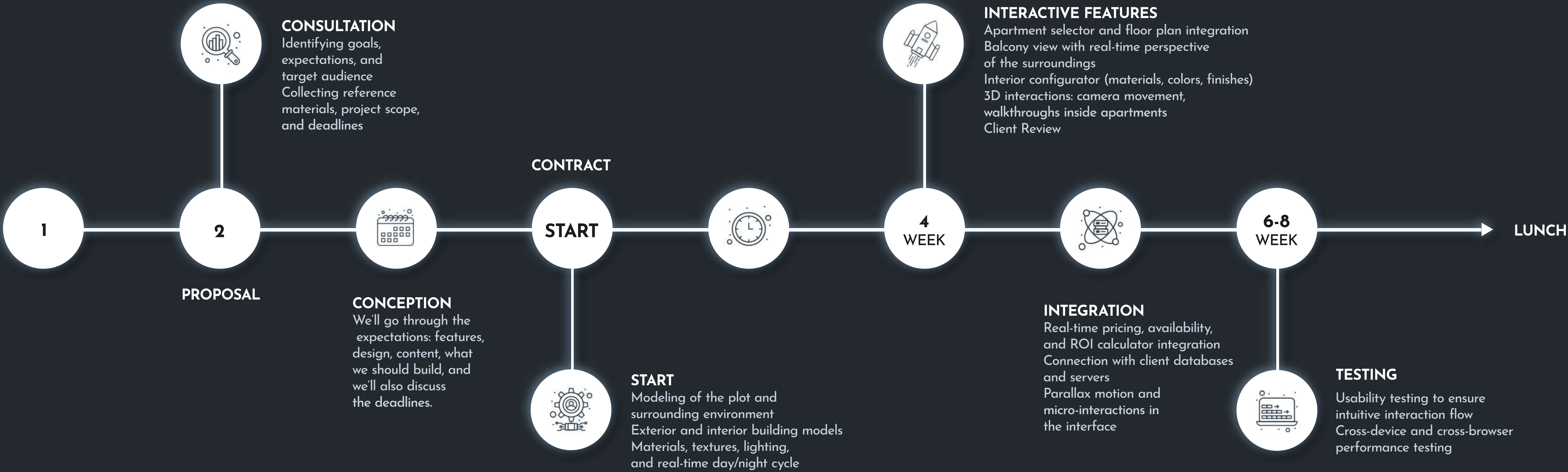
NEW PARTNERS

IN THE FOLLOW-UP

"With Aurora Visual's help, our sales have significantly increased by 40%, and the time spent on individual customers has decreased by 52%. What used to take several days now only takes 1,5 hours."

Eva Pinter, - Project Lead, Minimal Ceramic

WORKFLOW



THE TEAM



Peter Molnar

CEO / DESIGNER

Peter's talent in photorealistic rendering brings projects to life with stunning detail. Her artistic vision and technical skills create immersive visual experiences that captivate and inspire. Peter ensures the smooth execution of all projects by coordinating between clients and our team. Her organizational skills and attention to detail guarantee that every project meets its deadlines and exceeds expectations.



Balazs Aurori

3D GENERALIST / DESIGNER

Balazs brings over 20 years of experience in innovative architectural visualization. His ability to blend functionality with aesthetic appeal ensures that each project is both beautiful and practical. Balazs specializes in creating dynamic 3D animations that showcase the potential of each project. His work enhances the storytelling aspect, providing a compelling narrative through motion graphics.



Attila Meszaros

CTO

During his career, Attila had developed and implemented the company's IT strategy, ensuring alignment with business goals and fostering innovation in real estate and logistics technology. He had led digital transformation initiatives, enhancing operational efficiency and improving user experiences for professionals and clients in these industries. Attila had overseen the design, implementation, and maintenance of IT infrastructure, ensuring its reliability, scalability, and security.



Janos Oberhauser

CIO

Janos, with over 20 years of professional experience, has successfully led the creation and development of logistics, CRM, and ERP software solutions, demonstrating a strong ability to align complex technological systems with business goals.

As a CIO, he leverages his deep knowledge of backend and frontend technologies, combined with strategic leadership, to drive digital transformation, enhance operational efficiency, and deliver innovative solutions that meet organizational objectives.



Natalie Halchynska

DIRECTOR OF OPERATIONS

With extensive experience in digital transformation and e-learning, Natalia excels in product development from ideation to market outreach. Her expertise in project management and design thinking ensures the creation of impactful and user-friendly digital solutions.



Zoltan Tasi

UX/UI / DESIGNER / PHOTOGRAPHER

Zoltan is an expert in creating intuitive and engaging user experiences. His comprehensive knowledge of UX/UI design principles and dedication to user-centric design ensures that every digital interaction is seamless and effective. Zoli's innovative approach and attention to detail make him an invaluable asset to our team, enhancing the usability and aesthetic appeal of our visualizations.

TESTIMONIAL



“Aurora Visuals made a big difference for us. They allowed us to sell our properties early and avoid the financial risk of waiting.

Their 3D tools gave our buyers a clear picture of what they were investing in, and the process was smooth from start to finish.”

BALAZS, BRUDER, DIRECTOR OF SALES



“As an architect, I have very high standards when it comes to design presentation. Aurora Visual exceeded all expectations.

Their attention to detail, photorealistic renderings, and interactive tools allowed my clients to see and feel the space before it was built.

This has not only helped me secure projects but also enhanced communication with clients. I look forward to collaborating with them on future projects.”

SZABOLCS JOFOLDI, LEAD ARCHITECT- ARCHIDEA



“Aurora Visual has completely transformed how I present my designs to clients.

Their 3D visualizations capture the essence of my concepts perfectly, helping clients understand the layout, materials, and overall aesthetic in a way traditional presentations never could.

The feedback has been overwhelmingly positive, and I couldn't imagine going back to my old methods.”

TIBOR HALO- CEO, MINIMAL CERAMIC











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VISUAL

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