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## **Transparent House & Lennar Urban – SF Shipyard VR Tour App**

For release August 31

### **VR Development at Transparent House**

By utilizing the power of game engines and the latest Oculus SDK tools, Transparent House has developed a process that can efficiently push photorealistic 3D rendering and animation content to fully immersive, stereoscopic VR. Targeting the mobile device industry, each build is tuned based on the size of the application – using Transparent House proprietary workflows – to provide the best balance of high definition graphics and device performance.

Transparent House has also developed a set of hands-free navigation tools that enables the user to move, select options and experience VR without the need for physical controls or touch input.

The simplicity of the Transparent House user interface makes VR applications easy to use for a variety of end users across the spectrum of available devices, including the Samsung Gear VR and Google Cardboard.

### **SF Shipyard VR Tour 1.1 App**

The SF Shipyard VR Tour 1.1 app is a fully stereoscopic, beautifully detailed 3D Virtual Reality experience set in a luxury unit at The Shipyard Communities' newly launched, The San Francisco Shipyard, that includes 6 viewing areas (Menu Page, Living Room, Kitchen, Bathroom, Bedroom and Balcony), volumetric lighting, particle effects and high quality textures.

The SF Shipyard VR Tour 1.1 app leverages the 1280x1440 per eye high definition display on the Gear VR + Note 4/ Galaxy S6, providing the sharpest image of any other mobile VR headset currently on the market. Together with Transparent House's proprietary optimization workflow that leverages our photo-realistic CGI environments, the result is a seamless, intuitive and truly immersive experience.

An optimized version of The SF Shipyard VR Tour 1.1 app, designed to run on the latest Android and iOS phones in conjunction with Google Cardboard headsets, is available for download now on the Apple App and Google Play stores.

### **About Transparent House**

Transparent House is a next generation creative agency based in San Francisco. With roots in photorealistic CG and design, Transparent House produces stunning content and transformative branding for advertising and marketing, employing strategic digital innovation for high-profile, future forward brands.