



VIEW LABS

Digital Visualization Tools for Built and Virtual Spaces

VIDEO

THE FUTURE IS NOW

We believe the blend of video content, mixed-reality and commerce will be the future of the digital world.

You might have noticed that our [website](#) has recently gone through some slight changes. This makeover has been a result of the evolution of our technology. Throughout the years, we have continued to find new ways to evolve and merge our technology to fit current and future digital trends. Using a combination of our proprietary solutions including AVR, 360° and interactive video, not only can we recreate in-person experiences with the built world, we now also have the ability to design multi-dimensional worlds where the physical becomes digital, allowing for immersive, mixed-reality content. If you'd like to learn more about this technology and how your business can benefit from expanding its digital presence into the metaverse, reach out to us to request a demo and more information on the services we can offer.

Check out our
redesigned website!

Let's take a deeper dive into what the metaverse really is...

THE METAVERSE

Here is an excerpt from our newest blog entry where we explain the metaverse and its many applications in the world of business:

The word metaverse has been around for a few decades, writer Neal Stephenson first coined the term "metaverse" in his 1992 novel *Snow Crash*. The metaverse is a simulated digital environment that uses augmented reality (AR), virtual reality (VR), and blockchain, along with concepts from social media, to create spaces for user interaction mimicking the real world. To clarify, AR enhances your physical world with a digital layer, while VR submerges you in a digital environment. Think of it as a virtual universe where users have access to digital avatars that let them "live" in this digital world. In the metaverse, people can connect with friends, buy and trade digital assets, take virtual trips to digital locations (both real and unreal), and more. Although it may seem like the metaverse is a thing of the distant future, it is slowly becoming a more prevalent way to consume content. Now is the perfect time to learn about the metaverse and think about how this innovative technology can potentially impact your business.

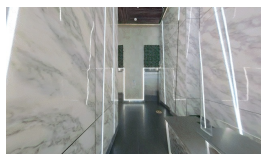
[Read the full entry here](#)

See our Digital Solutions in Action!



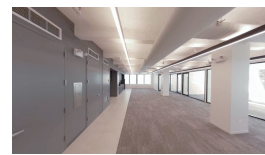
Interactive Video

Customizable text and visuals allow your prospects to digitally interact and learn more about what your property has to offer.



360° Video

Our 360° technology allows for a life-like, realistic virtual touring. Give your prospects an in-depth view of the property while highlighting its unique features.



View AVR

Augmented Virtual Reality (AVR) is our mixed-reality platform that combines 360° footage with rendered 3D models to design built and yet-to-be built spaces.

Curious to See More? Request a
Free Consultation

Check Out our Blog series: “Point of View”



Point of VIEW: Radhika Rajaram, Sr. Mechanical Engineer

In this series, members of the View Labs team will share their point of view on our digital solutions and proprietary technology.

View Labs

545 8th Avenue Suite 1020, 10018, New York

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With the anticipation of Yachting Season rapidly approaching, now is the time to showcase your fleet by creating an immersive virtual tour that will provide your clientele with a dramatically different buying experience!

View Labs' virtual touring platform can bring tons of engagement to your website and immediately increase bookings. With [View AVR](#), our virtual staging technology, you have the ability to design the layout and stage your yachts down to the smallest detail. This can help your prospects see and feel the potential aesthetics allowing them to ultimately make the right purchasing decision.

You can continue with traditional marketing strategies or implement bold technology that will provide a client experience to truly differentiate your brand.

[Request a Demo](#)



View Labs' interactive videos contain contextualized clickable content that engages viewership and increases traffic, allowing for an immersive & educational viewing experience. Your prospects can learn about your assets and book them while browsing through virtually. Click [here](#) to view an example of our work.

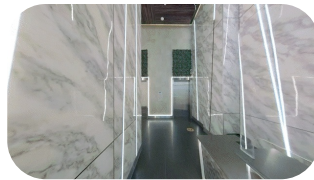
[Browse our solutions](#)

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Read Our **Newest Blog:**



The Metaverse

The metaverse. I'm sure you've heard of it. It is almost impossible to surf the internet or scroll through social media without encountering news or information about the metaverse. The real question is...what is it?

View Labs

545 8th Avenue Suite 1020, 10018, New York





Say “I Do” to enhanced marketing content, increased engagement and website traffic!

Utilizing our best-in-class interactive 360-degree video, provide your prospective clients with an immersive virtual tour of your space, highlighting all the reasons so many couples chose you, to host the most memorable day of their lives!

View AVR, our mixed reality staging platform, allows you to virtually present the various layouts your event space can offer, giving your soon-to-be married clients a photo realistic experience of what their special day would look like. They can even set up a live tour or book while interacting with your virtual experience.

You can continue with traditional marketing strategies or implement bold technology that will provide prospective clients an experience to truly differentiate your brand.

[Request a Demo](#)

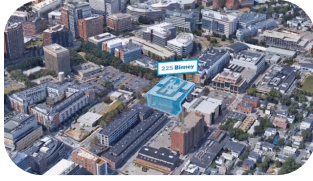
Did You Know?



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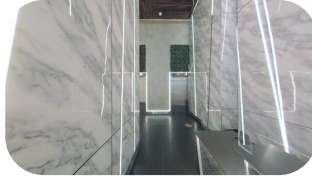
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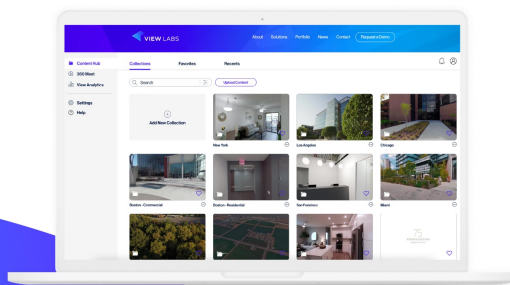
View Labs is excited to announce the launch of **The Lab**!

Great news: for a limited time, loyal clients like you get special access at no cost.

Now you can access your content and our conferencing platform, 360 Meet, through a dedicated dashboard.



[Log in to your account now](#)



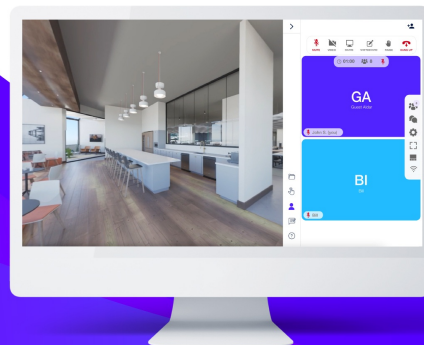
A smarter way to store content

Access all of your media files in one place. We organize and store content so you can easily share it using 360 Meet, or simply by sharing a link.

Enhanced digital collaboration

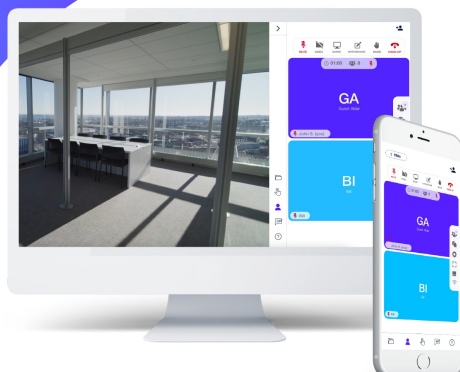
The Lab's content library is a great organizational tool where you can keep videos, PDF's, photos & more. The Lab makes it easy to store, organize and share content, improving your workflow so you can focus on what's most important to you.

Included in The Lab is our novel conferencing platform, 360 Meet. 360 Meet allows users to simultaneously experience content and collaborate through shared controls, driving more engagement than ever before.



Recreate the in-person experience

Unlike conventional screen sharing, 360 Meet displays synchronized content on ANY device without latencies or sacrificed picture quality, providing a more organic, life-like experience for your guests.



[Log in to your account now](#)

Want to learn more? [Contact us.](#)

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