# roOomy and Matterport Announce Collaboration to Develop Virtual Staging within Matterport 3D Spaces

**Virtual staging of 3D Spaces to enable numerous industries, including residential and multifamily real estate, to better visualize different configurations**

SAN JOSE, Calif. & SUNNYVALE, Calif.--(BUSINESS WIRE)--roOomy, a leading virtual staging and 3D modeling platform, today announced its collaboration with Matterport, an immersive 3D media technology company, to develop first-to-market solutions that integrate its virtual staging offering with Matterport's immersive 3D media platform. Currently under development in pilot phase with multiple partners, and expected to roll out later in 2018, roOomy's virtual staging will allow Matterport customers to virtually furnish spaces including apartments or homes, providing property managers or real estate agents the ability to cost-effectively display units in a furnished state, and enabling renters and buyers to make more informed, confident decisions during their search for a residence.

"We are the market leaders in virtual staging. This new collaboration with Matterport eliminates the many hurdles and extra steps that often come with physical staging and allows buyers and renters to see and feel an optimized rendition of the listing from anywhere."

Tweet this

The collaboration between roOomy and Matterport is due to a growing demand by customers for virtual staging of 3D spaces across industries, in particular within multifamily. Property managers, for example, will be able to use virtual staging instead of physically staging model apartments, allowing renters to easily decide on flooring and furniture upgrades and customizations for multifamily units. Interior designers can more easily work with customers to design living spaces.

Benefiting from the growing adoption of Matterport's platform, top retailers such as Wayfair, Amazon, Havertys and Houzz that are featured on the roOomy platform, will be able to offer shopping capabilities and allow for the purchase or rental of furnishings displayed within the virtual staging feature. Consumers will not only benefit from the dynamic environment but will also be able to browse the product details within each space and click to shop when they see something they like.

"Our mission at roOomy is to break down the visualization barriers that often accompany the home buying or renting process, while also making it easier and more enjoyable to shop for your new space when it's time to move," said Pieter Aarts, co-founder and CEO of roOomy. "We are the market leaders in virtual staging. This new collaboration with Matterport eliminates the many hurdles and extra steps that often come with physical staging and allows buyers and renters to see and feel an optimized rendition of the listing from anywhere."

"Matterport is digitizing the world's spaces, moving toward a day when any space can be shared or modified online via Web, mobile, VR, or AR. Our collaboration with roOomy is exciting as it demonstrates the extensibility of the Matterport platform. Enabling roOomy to build a virtual staging app using our platform will transform how real spaces are experienced, allowing users to easily personalize a space and visualize any changes made to it," said Bill Brown, Matterport CEO. "We anticipate the utility and lifespan of a Matterport 3D Space to grow with valuable applications such as this."

To experience two roOomy virtually staged Matterport 3D Tours in action, please click here or here.

## About roOomy

roOomy's patented technology is leading the way for real estate professionals, home furnishings retailers, and interior design enthusiasts to better visualize their space and products through its ability to convert simple 2D imagery into assets that can be leveraged across 3D, augmented and virtual reality platforms at a scale and efficiency unavailable until now. With more prospective buyers and renters using digital applications to help with their decisions, nimble visualization tools become more important every day. roOomy's award-winning 3D modeling and rendering platform enables agents and brokers to showcase their listings as immersive experiences, in any style, and at a fraction of the cost of traditional staging methods. More information about roOomy is available at www.rooomy.com, and users can experience their platform today on iPad or iPhone app).

Follow roOomy on social media:
Facebook
Twitter
Instagram
LinkedIn

## About Matterport

Headquartered in Sunnyvale, CA, Matterport is an immersive 3D media technology company that delivers an end-to-end system for creating, modifying, distributing, and navigating immersive 3D and virtual reality (VR) versions of real-world spaces on Web, mobile devices, and VR headsets. The Matterport Pro Camera and Cloud Services make it quick and easy to turn real-world places into immersive virtual experiences. More information about Matterport is available at www.matterport.com.

Follow Matterport on social media:
Facebook
Twitter
Instagram
LinkedIn

## Contacts

roOomy
Lindsay Dillon, +1 872-228-9497
Lindsay.Dillon@roOomy.com
or
PAN Communications for roOomy
Kathryn McMahon Arrigg, +1 617-502-4327
roOomy@pancomm.com
or
Beckerman PR for Matterport
Alanna Finn, +1 917-822-5087
press@matterport.com