

PGP Reality will enhance print media advertising

Pam Golding Property Group (PGP) has announced the launch of a technological innovation, which will add value to the property experience for its clients, called 'PGP Reality'.



"This augmented reality technology allows the company to deposit concealed digital content on its print advertising, thereby enabling readers access to additional, useful information which will add further appeal to their visual experience of the property portfolios. This can include a video of the property, 3D models, links to the property listings, agent details, share and tweet buttons and more," explains Dr Andrew Golding, CE of the group.

"While it's true that digital marketing has changed the face of real estate forever, we acknowledge the important role the print media continues to play in advertising properties for sale and in attracting buyers and sellers. It is certainly not a case of digital versus print media - we believe there is synergy between the two and that the use of innovative technology can further enhance our advertising in print media."

To view the enhanced visuals of an AR marked page or image, download the free PGP Reality application to a mobile device via either the Google Play Store for compatible android devices, or via the Apple iStore for an iPhone or iPad. Once downloaded and opened, the app positions the entire page within the camera view on the device and the enhanced content will be displayed via the internet connection.

Industry first in South Africa

While other international brands, such as Reebok, VW, National Geographic and Hilton Hotels are already utilising augmented reality, in South Africa, the group believes it is the first real estate company to introduce this new technology.

"This is a key marketing tool to rapidly deliver more content to today's fast moving and tech-savvy consumers. It will be used in our selected weekend newspaper advertising, printed marketing material and billboards. As the name indicates, the new technology really brings properties 'to life', particularly as videos or virtual tours of homes can be made full screen by

double-tapping your screen," he concludes.

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