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For Immediate Release

Sumitomo Forestry Co., Ltd.

Simulating Your Future Home in the “Year of VR”

VR System in Showrooms

—Fun and Simple Sensory Housing Development—

Sumitomo Forestry has adopted a new system of virtual reality (VR) experiences in the branch showrooms of its Housing Division. Using 3D projectors and large screens, customers are able to simulate their future homes. As well as making home building more fun for customers at the concept stage, the system also enables plan proposals to be made simply and visually during planning.

Starting with the Sapporo Branch which has relocated its branch and showroom, the system will be gradually adopted by sites in urban areas, with both Chiba and Yokohama branches due for installation by January 2017.

■Characteristics of the VR System

- The system provides real-scale VR experiences through data links with Sumitomo Forestry’s proprietary design system. This means it can also rapidly adapt to changes in plans, quotations, and so on.
- By wearing the 3D glasses and operating a simple game controller, customers can feel as if they are freely moving about the home, and can experience room depth and width, kitchen bench height, and other aspects of the home that are difficult to understand from 2D diagrams.
- The system can be used by multiple people at the same time, allowing the family to develop the vision of their home and enjoy the home-building process together.
- With 3×3 m (approximate) wall and floor projections and seamless joining between the walls and floor, the system reproduces a 3D space with the feel of having stepped inside the home. The system provides VR experiences at any local showroom without requiring a studio or special equipment.



Using the VR System

■VR System Locations

- Sapporo Branch (2-1-29 Nijuyonken 4-jo, Nishi-ku, Sapporo): Relocated and reopened on October 6
- Starting November, customers will be able to enjoy real-scale VR experiences based on design plan data for their homes.
- Chiba Branch (1-3 Nakase, Mihama-ku, Chiba): Planning to adopt the system from January 2017
- Yokohama Branch (2-3-5 Minato Mirai, Nishi-ku, Yokohama): Planning to adopt the system from January 2017

■Background and Objectives

Branch showrooms across Japan are used as meeting places for customers planning construction of their homes. Sumitomo Forestry helps customers imagine what their homes will look like using collections of home systems and material samples, as well as computers that simulate home exteriors and room layouts with 3D images. It aims for visual simplicity in meetings, using tools such as “pop-up plans,” where tablets installed with special apps are held over collections of plans to display 3D images of building models onscreen.

With 2016 being known as the year of VR, the general public is quickly becoming accustomed to virtual reality. To respond more effectively to customer demands for homes that match their vision and to see what their homes will look like, Sumitomo Forestry is adopting VR systems that give customers an overall image of their homes. Through these showrooms, which enable people to experience housing development in a fun and simple way, it is offering Sumitomo Forestry homes that provide comfort and ease of living.