

VIRTUALLY

REDEFINING IN-EXPERIENCE



Virtually is a collaboration between two award-winning creative powerhouses
— *VMW Group and Cactus Communications*.

Both share a vision to enhance and transform physical experiences into personal and immersive journeys through the use of cutting-edge technology, interactive media and engaging narratives.

Virtually has interwoven VMW Group's track records in architectural visualisation and Cactus' innovativeness in branding, marketing and publicity into a comprehensive suite of integrated creative services that can be tailored to support any turnkey campaigns or modular projects.

Virtually is the ideal one-stop online communications solution for:

Real estate developers and landlords:

Launch landmark properties to any buyers internationally or locally

Museums, art galleries and auction houses:

Curate and showcase exhibits and artworks to the public or customers

Tourism and destination operators

Reimagine and enhance visitor experiences.

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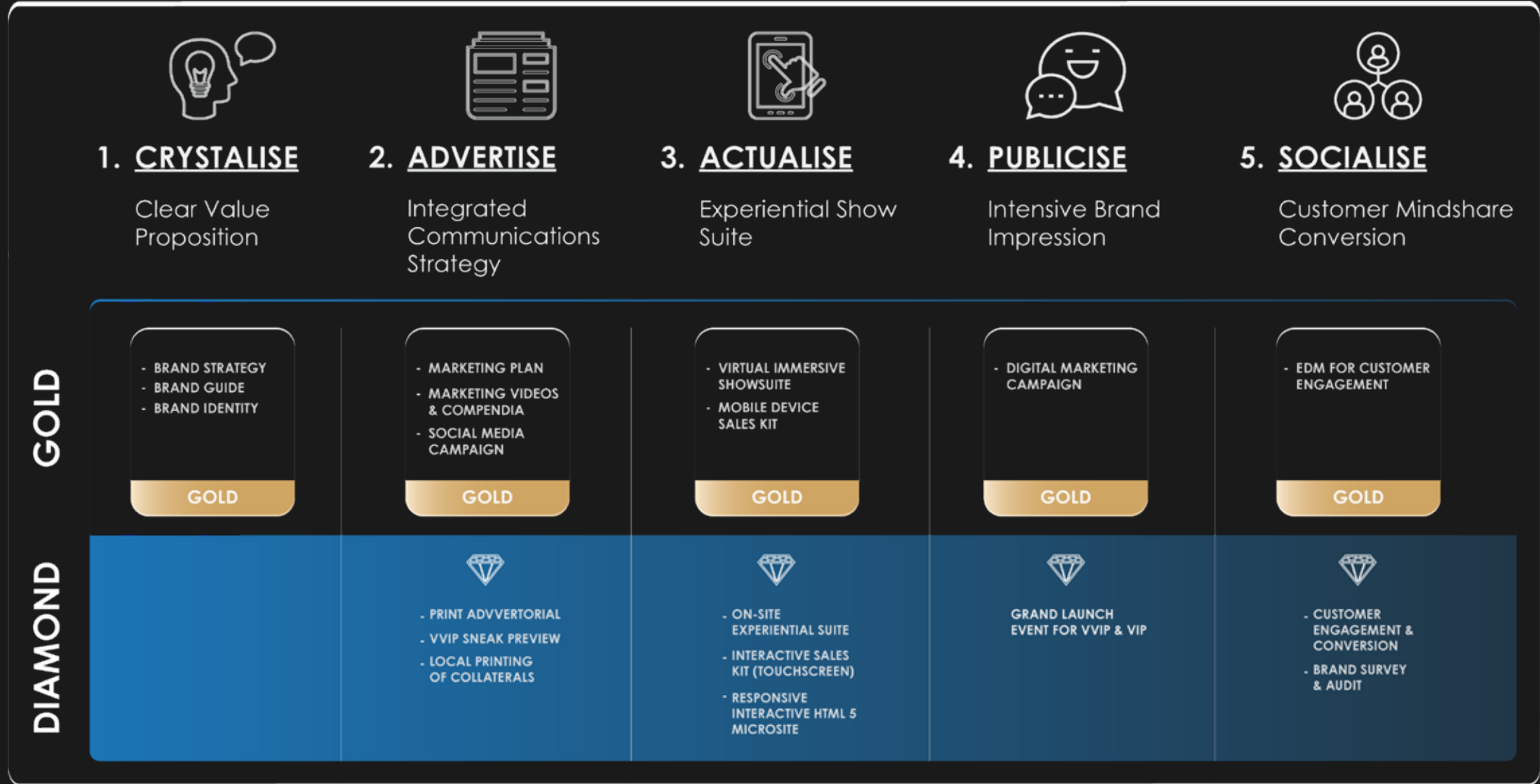
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Reimagine and enhance visitor experiences.



Virtually offers two sets of curated branding, marketing and production modular services: **Gold** and **Diamond**.

Gold presents an essential suite of services to brand, market and project your product experience digitally to customers—what we call the **IN-experience**.

Diamond deepens the **IN-experience** with tactile experiential suite, launch event and VVIP engagement.

* Services may be engaged separately or adjusted according to requirements

VIRTUAL SHOWSUITE



Virtual Reality Home (VRH)

- View the entire showroom, anytime anywhere
- Versatile and Mobile friendly
- Realtime navigation with customized information



Click [here](#) to experience

360 Photography & custom videography

NOUVEL 18

- Complete 360 photography & video coverage
- Interactive hotspots for detailed information



Click [here](#) for interactive 360 photography

Click [here](#) for videography

EXPERIENTIAL SHOWSUITE



SINGAPORE
GOOD DESIGN



CAPITASPRING

TURN-KEY PROJECT

- Complete show gallery design
- Hardware & construction
- Custom iPad app & controller
- Immersive 360 Panoramic content
- Interactive Media
- Projection Mapping
- Marketing video
- CG Artwork
- Simplified Brochure

360 Panoramic Holographic
Projection Video

Click [here](#) to experience

Projection Mapping

Click [here](#) to experience

Interactive Scale Model &
Video Wall

Click [here](#) to experience

Marketing video

Click [here](#) to watch



EXPERIENTIAL SHOWSUITE

Capita Green, Singapore

CAPITAGREEN

Turn-Key - Show Gallery Design, Hardware construction, Interactive Media with 360-content & iPad Application, smart ambient control amenities shoot & marketing video, 3D renderings



FRASERS TOWER

Frasers Tower, Singapore

Show gallery design, Hardware and construction, Interactive video wall & scale model



MARKETING VIDEOS



Jewel Changi Airport,
Singapore

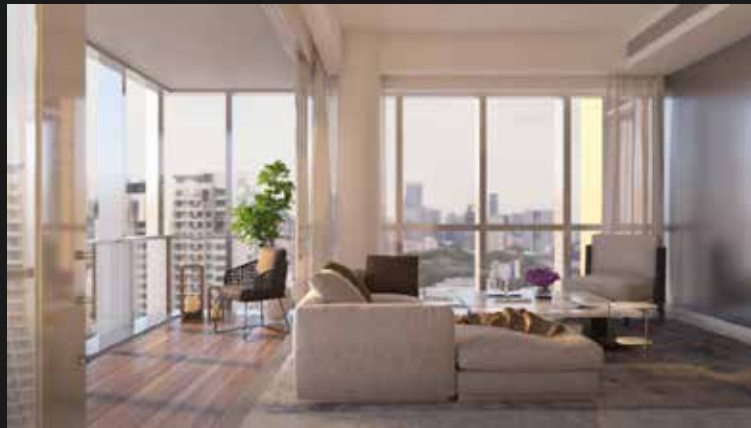


Green-screen CG compositing
with real talents

Click [here](#) to watch

RIVIÈRE

Riviere, Singapore



Interview & amenity shoot, script
writing, drone footage

Click [here](#) to watch



Martin Modern,
Singapore



Curation of mood and setting to
be in line with CG visuals

Click [here](#) to watch

AUGMENTED REALITY (AR)

An interactive experience of real-world environment that is enhanced by computer-generated information

79
Robinson
Rd

79 Robinson Rd, Singapore



- Allows viewers to experience a digital model of the development anywhere, anytime
- Additional materials can be triggered with the use of AR from printed collaterals
- Information includes digital model, 360-IPM, image, video, website, context, etc

Click [here](#) to see demo



Brooks Collection, Singapore



- Allows viewers to experience a highly detailed digital model of the development anywhere, anytime. Including interiors and cross sections.

Click [here](#) to see demo

VIRTUAL STAGING

Simulation of design and ID treatments; offering different possibilities of an actual space

Coralz
at Keppel Bay

Jewel Changi Airport, Singapore



- Visualize concept easily for fast decision
- Accurate positioning & directions
- Ideal for developers with unsold units, home planners & property agents

Click [here](#) to see demo

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WINDSHELL naradhiwas, Bangkok



- Easy planning and visualization
- Different ID designs
- Day & night simulations

Click [here](#) to see demo

INTERACTIVE MEDIA

HIGHLINE
RESIDENCES

Highline Residences,
Singapore



- Custom Multitouch Interactive Media
- Large panel interactive touch media linked to social media platforms (Instagram, facebook, etc).
- Tagged images (i.e #shopname) appear on media wall
- Ever changing content on screen

Click [here](#) to see demo

SEASIDE
RESIDENCES

Seaside Residences,
Singapore



- Custom Touchscreen Interactive Media
- Drone photography of surrounding at different floors
- Intuitive unit selection through a realtime 3D model

Click [here](#) to see demo

CAPELLA
ESTATE RESIDENCES
MALDIVES

Capella, Maldives



- Custom UI & UX programming
- Custom Lifestyle Interactive Media with 360-artwork, photography, videos

Click [here](#) to see demo

CUSTOMIZED WEBSITE



**Central Boulevard
Towers,** Singapore



- A Commercial Grade A Office development with unique amenities of jogging track, restaurants, meeting pods, etc.
- An axonometric rendering to provide an overview of the project at a glance where links to various spaces are incorporated.
- Contents such as 360-IPM, animation, rendering, location map included.
- Adapted into interactive touchscreen media

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YAMAKEI

Yamakei, Japan



- Situated in Niseko
- A clean and intuitive layout.
- 4 seasons of Japan is highlighted through curated photographs and renderings.
- Adapted into interactive touchscreen media

Click [here](#) to visit



TWIN VIEW

TwinVIEW, Singapore



- A comprehensive website which consists of development concept, video, images and 360-IPM.
- Interesting unit selection function with a rotating model
- Plan comparisons of 2 units make it easy for buyers
- Adapted into interactive touchscreen media

Click [here](#) to visit



About Cactus Communications

Cactus Communications was founded in 2007 with the objective of providing strategic and responsible counsel for clients' PR, branding and marketing efforts. It has successfully helped many governments and MNCs to shape their brand perception, market solutions and reach out to the right target audiences through the use of clear messaging and persuasive communications.

VMWGROUP

Your One-Stop Creative Solution Provider

About VMW Group

With 20 years of architectural visualization experience since 1999.

VMW Group comprising Visualmediaworks, Attic Films, Obilia, blanct & MAG operate autonomously or co-operating collectively, meeting architectural & real estate marketing needs with comprehensive and immersive campaigns.

The best agency for one-stop award winning, creative solutions.



Speak to us

VMW Group

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