

Google Glass gets a look in on property videos

Aston Chase has jumped on the techno-wagon, joining up with property video company VistaBee to produce a film of a £9m St John's Wood penthouse using Google Glass.

The entire video tour of the property – in Seqoya's Hyperion development – was shot using Google's experimental Glass technology by **VistaBee's CEO Steve Reilly**, who's now convinced that this wearable approach is a “game-changer” for the industry: “For estate agents, it lets the client see exactly what the home is like from the viewers perspective, thus allowing the agent or vendor to add value in a way that was not possible before... We see Google Glass and wearable technology as a game changer, being an integral part of our content creation and syndication technologies.”

It's all jolly impressive, but – hardly surprisingly – the end result doesn't do justice to the flat, and doesn't come close to what a proper video camera would deliver; it looks a bit like it's been shot on a mobile phone. Useful for doing a real-time tour with a client who can't be there in person, but we'd give it a couple of years before recording any marketing videos with it.

Mark Pollack, Director of Aston Chase: “We are delighted to embrace new technology, when it adds value to the Realtors tool kit. We were the first to offer cinematic videos to our clients and using Google Glass in this way, keeps our vendors ahead of the competition”.



The Hyperion penthouse, which was built by developer Seqoya last year, is being marketed with a £9m asking price.

Rob McGregor of Sequoia: “As a developer, being able to convey the high effort and bespoke nature of our homes in such a direct way means we can give the buyer the full spec of our properties, thousands of miles away. Given many of our clients are high net worth individuals from the Far East and Russia, VistaBee’s unique approach using Glass lets us communicate directly with buyers in a way that’s not been possible before”.