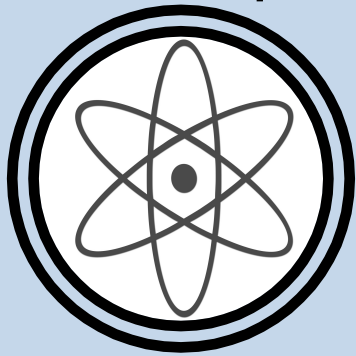


# STEREOGRAPH

TSM Europe 2013: Lille  
Eurotechnologies Company Presentation

Stereograph.fr  
Le Groupe



3d dream, real building  
stereoGraph  
*studios*

OBSERV3D  
*Really virtual*

THEIA<sup>®</sup>  
INTUITIVE ENGINE

Done By: Calcy Tay | Siti Mardiana Tumadi

# SWOT ANALYSIS

## Strength

- Online platform
- Various platforms
- Strong technical team
- Large customer base (Prestigious brands like Dior, Nacarat and Vicity)

## Opportunities

- Expand: Different markets
  - Rising mobile, gaming and VPE technologies
  - Education, Consultancies
  - 3D Furniture Maker For Real Estates
- Enhance: QaDIM opportunities, more ready-to-market solutions

## Weakness

- Limited market outreach

## Threats

- Presence of strong competitors
  - 3DVIA Real Estate
  - Enodo: use gaming technology – CryEngine
  - Zoho Real Estate Management Software

# QaDIM: OBSERV3D

**Embed  
Feature**

3D furniture maker (customization and rendering) especially for concept-based or boutique real estate developments

Incorporate Kinect into a 3D device: sensory motions and gesture controls to improve virtual experience

**Add  
Feature**

# INDUSTRY ANALYSIS

## Worldwide View

- GIS spatial analysis and 3-D visualization tools in real estate applications have been receiving public attention (Rau, Cheng, 2013)
- Trend toward sharing geo-information with each other over the Internet has been increasing in popularity

## 3D Real Estate

- Potential for Web-based 3-D GIS as a tool for public participation in urban planning (Hanzl, 2007)
- Inhabitants' knowledge provides updated information → helps to improve quality of analysis and accuracy of portrayal

### Why Asian Market?

- Rising middle class
- Young demographics, more IT-literate
- Emerging-market countries → proving attractive for investment opportunities and real estate portfolio diversification (CNA, 2013)

# HONG KONG'S POTENTIAL

## Opportunities

- Going mobile: imperative
  - Tops Asia in mobile Internet usage (96%): higher customer outreach
- Hong Kong Trade Development Council
  - Largest electronics trade show in Asia International exposure
- Strong Yuan
- Increasing affluence in Asia-Pacific

## HK's Real Estate

- Hottest real estate market, with prices going up 28% (Knight Frank)
- Stereograph can provide innovative small space solutions
  - Small spaces are turning into the next big trend in real estate (Business Insider, 2013)

<http://economists-pick-research.hktdc.com/business-news/article/International-Market-News/Smart-moves-for-phones-and-3D-comes-of-age-Hong-Kong-Electronics-Fair-Spring-2013/imn/en/1/1X000000/1X09SZ4Z.htm#sthash.D9YhCY8p.dpuf>

<http://www.scmp.com/business/money/markets-investing/article/1151277/start-ups-rise-hong-kong-investhk>

<http://www.computerworld.com.sg/print-article/42185/>

# COMPETITOR ANALYSIS

	Stereograph (3D real estate solutions provider)	WEDO Multimedia (3D photorealistic images provider)	Paws Multimedia (3D images provider)
Main Strength	Multiple platforms	>10 years of CGI experience	Global outreach though only 3-man company
Main Target Consumers	Commercial real estate developers, architects	Real estate developers, architects and designers	Interior design-oriented
Distribution Channels	PC software, online platforms and 3D devices	Photorealistic images, animation videos	CG images by Vray Render software
Services Provided	3D rendering and virtual control of real estate, project management	3D rendering of interior, exterior design, commercial products	3D rendering, architectural plans



- Local recruitment
- Strong understanding of Hong Kong's real estate industry and infrastructure
- Adhere to government requirements for foreign direct investment projects
- Establishing online presence in Hong Kong requires understanding the country's constraints of Internet bandwidth and server computation ability

# SINGAPORE'S POTENTIAL

## Opportunities

- Singapore is best known in the investment community for its participation in global trade as one of Asia's largest trading hubs
- Population projected to increase to 6.9M by 2030
  - City's infrastructure need to continually improve → calls for innovative apps to help improve the way we live, work and play
- Highly accessible gateway city to Asia
  - Ranked 3rd most favored real estate investment destination in the region (UBS, 2013)

## SG's Real Estate

- URA, Singapore utilizes GIS in urban planning (Futuregov, 2013)
  - Urban GIS for Smart Cities: Singapore was in the first group of countries which have advocated the adoption of ICTs into city management and defined itself as Intelligent Island at the start of the 1980s
- Same issues as Hong Kong: small spaces

# COMPETITOR ANALYSIS

	Stereograph (3D real estate solutions provider)	Ocular Production (Transforming design into photorealistic 3D visuals)	Momo Graphics (3D architecture rendering)
Main Strength	Multiple platforms	Unique modeler drawing management system, which leads to improves cost effectiveness	Extremely experienced 3D modelers with specific expertise in architecture field
Main Target Consumers	Commercial real estate developers, architects	Servicing customers from international market	Commercial real estate developers, architects
Services Provided	3D rendering and virtual control of real estate, project management	Interior design, real estate industry	Animation, walkthroughs, 3D visualisation, architecture diagrams



- Adhere to government's policy in urban planning and smart city projects
- Strong understanding of Singapore's real estate industry and infrastructure
- Establishing online presence in Singapore requires understanding the country's constraints of Internet bandwidth and server computation ability



# STEREOGRAPH

MERCI BEACOUP! :)