

Bouygues Immobilier ramps up digital innovations in order to improve its customers' buying experience

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Digital solutions represent an opportunity for remedying the increasing complexity involved in buying a home in this day and age. So Bouygues Immobilier is now offering even more value to its customers in the guise of digital tools, which they can use to see themselves in their future homes. During the marketing phase of several of its programmes, Bouygues Immobilier is making a whole range of virtual reality solutions available to customers, including augmented reality, digital modelling, virtual-reality headsets and Google Cardboard.



For the Blue Bay development in Nice, Bouygues Immobilier is giving customers the opportunity to take a virtual tour of the apartments using an [on-line digital model](http://www.residence-bluebay.com) on the programme's mini website (www.residence-bluebay.com).



At the Follement Gerland operation in Lyon and the Eclo eco-neighbourhood in Saint-Jean-de-Braye, virtual-reality headsets (identical to the headset used for Oculus) can be used by customers to gain a real appreciation of the size of rooms, view the different fitouts possible, change wall colour and modify floor coverings.

At the 360° programme in Ermont (near Paris), customers who have reserved an apartment can visit it using [Google Cardboard](http://www.google.com/cardboard), a fold-out cardboard smartphone mount. All they have to do is download a mobile app, then slide the smartphone into the cardboard mount. Back at home, friends and family can be given a virtual visit of the future purchase.

This type of system has also been trialled in the commercial sector - where it helps users lay out their offices - for example in the Green Office® buildings in [Rueil-Malmaison](#) and [Nanterre](#), with the assistance of My Cloud 3D, a start-up that is supported by Bouygues Immobilier. In addition, Vectuel, a specialist in real-time 3D modelling, has designed a digital model of Bouygues Immobilier's Nanterre Cœur de Quartier project that offers a virtual visit of the neighbourhood.

About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,558 employees at 31 December 2013 and sales of €2,510 million in 2013. With 35 branches in France, two elsewhere in Europe, and one in Morocco, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was the first property developer in France to achieve ISO 9001 certification. On 1 July 2010, it initiated a systematic approach to obtaining BBC-effinergie® certification for all of its residential properties, more than two and a half years ahead of schedule.

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