Get an up-to-date overview of an urban district through the eyes of citizens!

AR4CUP enables Real Estate developers to lower costs and save time while reducing the risk of failure of construction projects, by allowing them to take into account up-to-date socio-urban conditions before investing.

The point of view of the community, often neglected, is becoming increasingly critical for business success. With Augmented and Virtual Reality to involve Citizens’ from the beginning of the urban transformation process, AR4CUP contributes to the pre-consensus building by informing the investment.

Users-generated and geolocated information, gathered from inhabitants, contributes to generate leads and to provide reachable 2D/3D analysis that allows an easy understanding of the context.
• Augmented and Virtual Reality to involve citizens’
• Reachables 2D/3D analysis to understand the context
• Leads generation

Targets
• Real Estate developers
• Public administrators
• Architectural Firms
• Consultation agencies

Markets
• France
• Italy
• Finland
• Spain

AR4CUP will be the first augmented reality app on the market able to pre-assess an urban area for informing investments and design project briefing. Real Estate Developers and Architectural Firms will be able to set the variables of interest to investigate and to collect the information accordingly while engaging people in a co-creation process. The coupling with the design appraisal features developed in 2019 will generate the first all-in-one SaaS product for urban design appraisal.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital’s European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.

AR4CUP is an innovation activity proudly supported by EIT Digital.