

ABSTRACTION

Competition on house properties developers, including Real Estate and home residences are growing rapidly along with the economic growth. By using advertisements which combine art and multimedia technology and by adding some persuading elements in it, property developers are trying to take their customer's attention. Advertisements using digital interactive media give some advantages, such as there will be no need for catalogues anymore, brochures, or paper advertisements. The candidates for customers just have to click on their computer, and it will reduce costs, time, and marketing processes.

Virtual Real Estate is a tool to assists the promotion from house developer companies, it has an ability to shows the visualization of a building and its interior in 3 dimensional image, the users also able to examine the building in virtual image like their entering the building in the real world. This application is created by using VRML Language which able to create a virtual world in 3 dimensional image.

By designing the Virtual Real Estate and implementing the application as a tools to assists the promotion, the companies could get more added value when they have to give presentations about their houses in front of the customers. And it can help the company to reduces the advertising costs, time and marketing processes. And also it will help the company to create a positive image about the company in their customer's mind.

Keywords : Marketing Communications, Promotion, Virtual Real Estate, VRML