

## **ABSTRACT**

Players in the real estate trading get more strict competition. This is happen because all players in the real estate trading try to get more customers candidate. They do that in order to give the customers candidate more interested in their house product. They try more promotion method, especially using promotion tools like brochure, advertisement board, advertisement in paper.

The multimedia technology assembling in the property company, like housing, to help the promotion activities, this case is supporting with the development of technology. The software and hardware development this time bring the promotion tools more develop too, especially to promoting their house product.

Looking in this case, then we design a promotion tool like 3D visual animation application with website base, for help tool at the promotion activities with architecture animation into that, which is visualized in 3D with interior design. This application are designed to make the effective promotion tool for the company and to give customers candidate the details of the house's architecture and interior design before they come to the house location.