

# immersiveBuildingPhysics

VR, Consumer Products & Services, Energy & Utilities, Retail, Smart Home



## The Opportunity

**Problem:** Building owners cannot estimate which effects lamps, carpets, heating systems, windows, etc. really have. The assessment based on numbers is difficult for non-professionals. They are not enabled to feel, hear and see the effects and decide accordingly.

**Solution:** High-end renderings are not enough anymore. We enable people to experience the difference between good and bad thermal environment, between good and bad acoustic surrounding, between glare and good shading, etc. and of course their interactions with all senses.

## The High-Tech

Combination of virtual and real world actuators and sensors to enable resilient experience of various active building physics models by controlling real world actuators through VR environment.

co-founder(s)  
needed

full founding team  
needed

## TEAM

- Core competencies in team: *Software Development,, Building Physics, Research Skills, Product Development, Project Management*
- Future role of the current team: *Staying at Fraunhofer as technological lead, consulting*
- Offer for Pioneers: *Looking for co-founders (exact roles to be defined), VR specialists, sampling experts*

## TECHNOLOGY

- TRL: 3
- IP: *no IP Protection yet, Fraunhofer IBP is involved in process of IP Protection*
- Time to market: *1- 2 years*
- Unfair advantage: *combination of immersive environments with real stimulation data is unique*