

The virtual reality revolution: enter your new home before it's even built

Have you ever considered what your living room would look like if you changed the wallpaper without having to purchase the supplies? Or thought about what it would look like if you re-arranged furniture without the need for heavy lifting?

These are just some of the areas in which virtual reality can aid architecture and design.



What is virtual reality?

The term virtual reality (VR) was formalised and became popular in the late 80's. The term refers to a three-dimensional, computer-generated environment which can be explored and interacted with. To create this illusion of reality, a range of systems can be used. These systems include headsets, special gloves and omnidirectional treadmills (mechanical devices similar to typical treadmills that allow a person to perform motions in any direction).

The current state of VR technology in architecture

Traditionally, the video-game market dominated VR development. VR technology has also provided useful applications in other industries, such as, medicine, flight simulator forensics and fighter pilot training. But now, technology and its applications in architecture are fast catching up.

Using VR technology, architects can convey designs to clients by walking them through a VR design, rather than just a two dimensional drawing. To provide this type of experience, architects currently utilise VR tools that were initially intended for the video gaming industry. As the knowledge surrounding VR technology grows outside the gamer market, a full range of application tools are expected to be commercially released, focusing on the particular demands of architectural 3D design.

Technology funding

The UK government's 2017 Industrial Strategy has committed to invest more than £30million into pioneering immersive technologies, like virtual reality, through their Industrial Strategy Challenge Fund.

Furthermore, companies that have invested heavily to stay ahead of the competition have been able to benefit from R&D tax relief. Our team of software programmers and scientists are able to assist in this area by claiming R&D tax relief on behalf of clients.

Our team has successfully claimed back around £250m for our clients across all business sectors with a 100% success rate. Companies can use this benefit to finance activities such as future R&D or upskilling their workforce. This will be crucial if they are to be able to meet any future increase in demand.

To find out how much of your company's expenditure qualifies for R&D tax relief, contact us for a free consultation.

You could also be eligible for funding in the form of a government-awarded grant. Our team can help with identifying any grants available to your company and can assist with the application process. For more information, contact us or visit our website moorestephens.co.uk/grants.

Tariq Ahmad – Manager

tariq.ahmad@moorestephens.com

Richard Willis – Partner

richard.willis@moorestephens.com

www.moorestephens.co.uk