



EMBARGOED UNTIL 1 DECEMBER 2021

**International Property Brokerage taps on expertise of Singaporean company**

*Local company spearheads Technology used by FIDU Properties Dubai*

**Singapore, 11 October 2021**

With the intent to safeguard ASEAN's proptech industry with breakthrough applications of emerging technologies, FIDU Singapore was established by FIDU Properties Dubai and An Xing Technology. With Singapore as the base, Property Tech-solution provider, FIDU Singapore, curated a two-pronged solution to address the concerns of Singapore's Commercial and Condominium Property Developers alongside that of the potential Client's, encountered in this ongoing pandemic.

With the evolving COVID19-precautionary measures, FIDU Singapore empowers Property Developers to rise above core setbacks, 'Essential businesses only' restriction or the reduced permissible showroom crowd volume. Incomplete showrooms and thus one-on-one consultation with a property agent struggling to illustrate the showroom for the Client's visualisation, is an emerging issue the industry looks to tackle.

As shared by Keppel Land General Manager, Albert Foo, "The agents have informed us that they find it difficult to make prospects imagine the space since the layout is unlike that of the physical show suites."

The industry has since turned to virtual home viewing. Outperforming the market's Virtual Reality (VR) viewing offerings of Zoom, Matterport and Pantour, FIDU SG provides an unparalleled virtual showroom-viewing from the authentic immersive experience promised of VR. More importantly, FIDU SG is a gamechanger from the realistic viewing experience of a property yet to be built. Apart from FIDU SG, there is no VR tech company yet to develop their technology specifically for the proptech industry. Developers, Marketing Agencies and Agents can leverage our in-house AR/VR capabilities to enable Clients to visualise and navigate themselves in the virtual property, whilst still in their physical location of comfort and safety. At the Client's location of convenience, they can glimpse their potential property through our 1:1 virtual infrastructure precision where the most realistic and seamless viewing is presented. Additionally, as opposed to a physical showroom, leveraging FIDU enables the viewing of all available launch units. Bringing to life this viewing experience is our interactive Augmented Reality (AR) component. The Client navigates their VR extensions using a oystick—a huge physical space is not required. In being able to visualise a property most realistically and interactively, Clients who are still keen to move forward in the transaction, are therefore more inclined to visit the actual showroom. This ensures that the Developer's showroom traffic is of valuable leads and concurrently reduces overcrowding. Furthermore, this 'private' and modern viewing is the Agent's opportunity to extend the property's intended impression as being in-style. A defining factor lacking in existing VR offerings in the PropTech landscape, FIDU's mobile VR capabilities elevate the Developer's, Marketing Agency's and Agent's performance due to its portability and accessibility at any place with an Internet connection. This one-to-one tailored sales experience also increases the Client's conversion rate. Developers and Marketing Agencies must be a registered user of FIDU SG to leverage this marketing tool. In the height of the digital age, FIDU SG is excited to uplift Singapore's property landscape with her technology.

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**FIDU Singapore Pte Ltd**

FIDU Properties looks to establish her presence in the heart of the ASEAN region – Singapore. FIDU Singapore works tirelessly to consolidate relevant content and actionable insights for the client's well-informed purchasing decision. As a client-centric organisation, FIDU Singapore journeys with the client in the search for their dream property. Empowered with avant-garde property-viewing technology, the client leverages an authentic virtual property-viewing technology for an immersive and realistic tour.

**For more information:**

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