



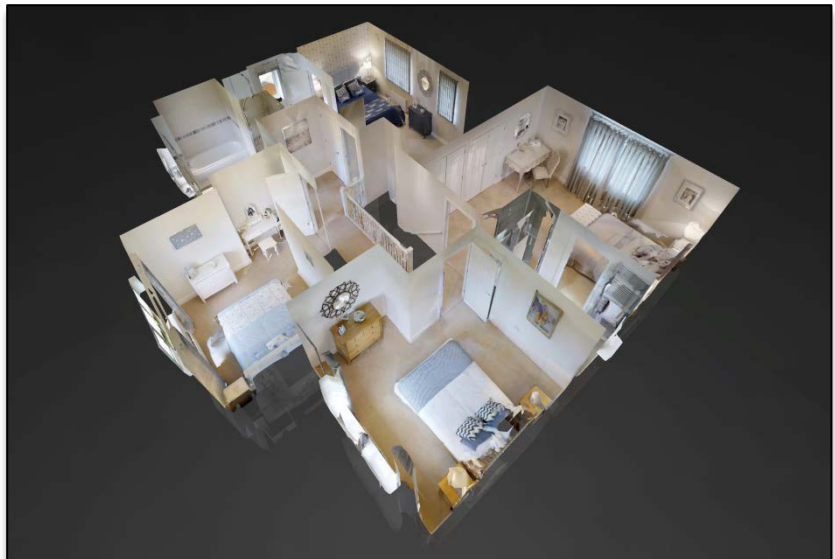
NEWS RELEASE – October 2017

Taking a virtual walk through a Hills home

Hills Homes has teamed up with, digital mapping company, Carto3D™ to launch its latest initiative - a collection of virtual show homes - potential buyers can explore from the comfort of their computer, tablet or smartphone.

The latest camera technology has been used to capture the high definition imagery of Hills' show homes, before the images are then combined to create the virtual walkthroughs, which can also be viewed using a virtual reality headset.

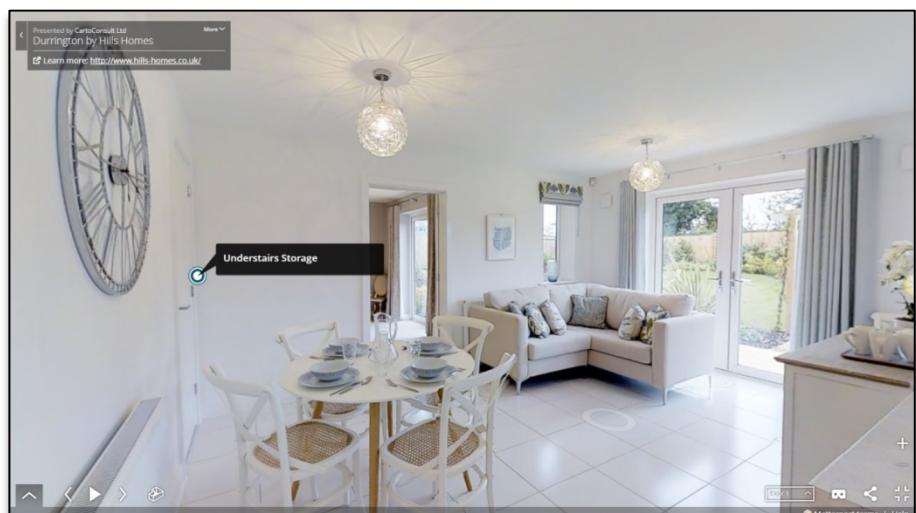
Nick King, Group director Hills Homes, said: "The superb accuracy of the walkthroughs will enable prospective buyers to tour each show home as if they were there in person, whilst interactive 'hotspots' have been added to provide additional information and identify hidden areas such as cloakrooms and wardrobes.



A dollhouse view of the 3D walkthrough allows users to navigate from above the show home as well as from within

Nick continued: "House buyers will no longer have to wait until a show home is available or drive to other sites. Instead buyers will be able to look at a show home, show their friends and family, ask for opinions and gauge their interest at their own leisure."

Steve Taylor, director of estate agents Atwell Martin, added: "This is a very exciting new development for everyone involved in the sales process. The virtual show homes will allow buyers to walk through a home from anywhere and to confidently make a decision, particularly when buying off plan, having seen the property they're interested in before they decide to purchase."



Inside the 3D walkthroughs interactive hotspots provide additional details



To experience one of Hills' 3D walkthroughs visit: www.hills-homes.co.uk/3d-walkthrough. Click on the image to activate, and then use either a mouse or the arrow keys to navigate. A button in the bottom right-hand-side will open the window to full screen.

For a more immersive experience download the Matterport app from the Apple App Store or Google Play Store and insert your phone into a suitable virtual reality headset. **ENDS**

Notes to editors:

Hills Homes Developments, through its popular Hills Homes brand, has established a strong reputation for building high quality homes on carefully selected sites in Wiltshire and neighbouring areas – from major developments in large towns to smaller ones in rural towns and villages. In addition to its own developments, Hills Homes Developments is also a successful contract builder. Hills Homes Developments is a wholly owned subsidiary of The Hills Group Limited, a privately owned family company established in 1900.

In preparation for the launch of their High Penn Park development in Calne; Hills has made four of its house types available to view online via the Hills Homes website: www.hills-homes.co.uk/3d-walkthrough.

Awards:

2016 LABC South West of England 'Best small new housing development' award "highly commended" – Tommy's Barn, Church Lane, Bishopstone

2016 LABC South West of England 'Residential site agent of the year' award "winner".

2016 LABC South West of England 'Best partnership with a local authority building control team' award "winner".

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