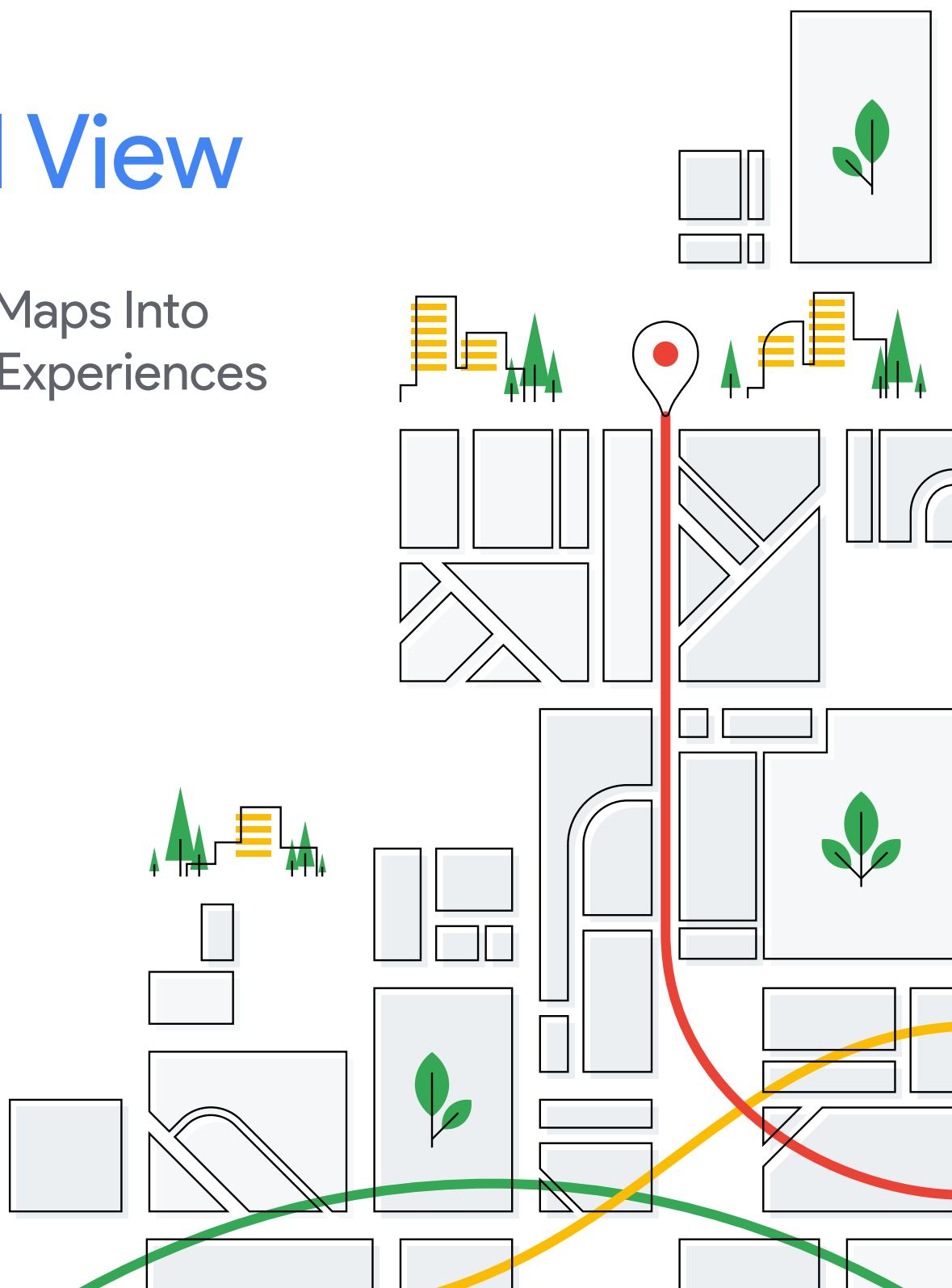


# Aerial View

Transform Maps Into  
Immersive Experiences



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## The Power of Immersive Experiences

Thanks to advances in computer vision, AI, and AR, organizations are able to create experiences that help consumers visualize a new piece of furniture in their living room, see what an outfit would look like on a digital model of themselves, experience what a neighborhood, landmark, restaurant, or popular venue is like without being there in person, and so much more.

Digital immersive experiences can help enhance customer engagement, increase conversions, and strengthen brand loyalty. It's important to point out, however, that creating and implementing such experiences requires careful planning, investment, understanding of current technology, and consideration of the specific needs and goals of the business.

# Turn Maps Into Immersive Experiences

With cinematic 3D videos, businesses can visually showcase places like hotels, attractions, and shops to help people make informed, location-based decisions virtually.

Immersive cinematic videos from the sky can help customers orient themselves with the places they might visit. They provide unique angles, a sense of scale, and a way to get familiar with a location's surroundings.

Even when customers can't be physically present in a location, these virtual views are the next best thing to being there. They provide customers with the visual context and the confidence they need to make informed decisions. They lure viewers in, invite them to explore further, and inform their decision-making. They help businesses differentiate themselves and can also turn interested viewers into visitors who become paying customers.

## Barriers to Entry



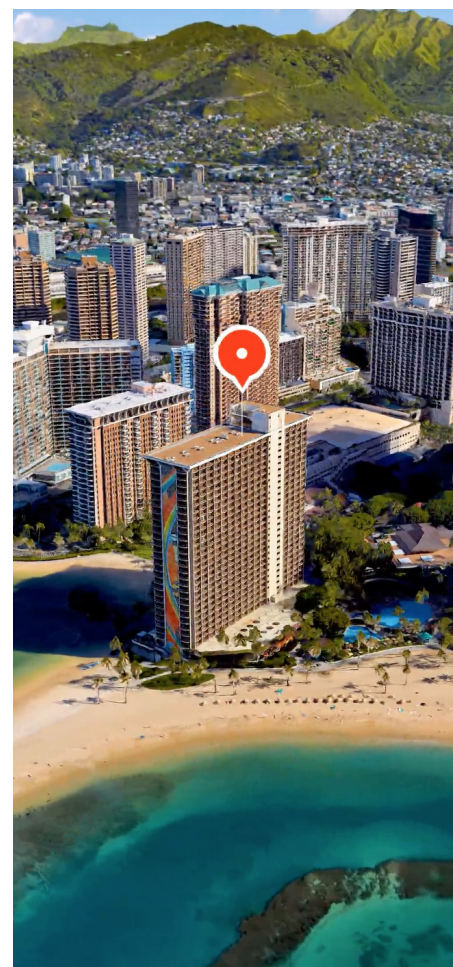
### Time and Money

Creating and featuring 3D cinematic videos of a location can be expensive. A business must hire a licensed video drone operator to film its location and a web developer to integrate the footage into a website.



### Technology and Expertise

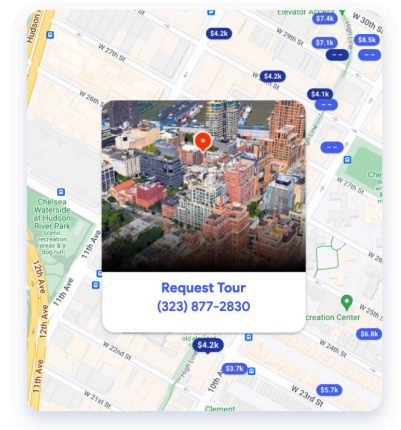
Most businesses lack the necessary technical expertise and budget to generate immersive experiences. Creating an entirely new view — one that bridges the gap between high-altitude satellite imagery and a street-level view requires specialized technology and professionals who know how to use it.



# Simple and Scalable Immersive Experiences with Aerial Views

Aerial View simplifies the lengthy and costly process that is typically used to develop aerial imagery. It's easy to access, easy to use, and easy to scale. It's a flexible, secure solution, and it's compatible with most websites.

Aerial View is a service that saves time and money. Users don't need to produce their own drone imagery, process the data, render it into a usable animated video, or host that video on their website. By sending an address to the Aerial View API, the service simply returns a URL to a pre-rendered, cinematic, 3D, orbital video that can be embedded into a website. It's done in the same way that businesses include YouTube videos on their sites — only it's fully hosted, supported, and maintained by the Google Maps Platform. Aerial View gives users programmatic access to cinematic videos based on Google's rich, digital model of the world, and it allows them to show their customers a bird's-eye view of a property or destination.



“Users who engage with Aerial Views contact a property manager **twice as often** as those who engage with 3D tours. Google Maps Platform is always at the forefront of new technology and we're excited Aerial View gives Apartment List renters an **immersive visual experience**, allowing them to explore and discover the distinctive features of properties and neighborhoods in vivid detail. As we continue to enhance our product, features like this help make Apartment List the most tech-savvy way for renters to out-smart the market.”

**Peter McInerney**  
Sr. Director of Engineering

Apartment  List

# Use Cases

## Aerial View can impact prospective customers in several ways.

It allows businesses to provide customers with a sense of space by showing them a location's geography, density, and neighboring establishments. Aerial View also helps orient customers by highlighting nearby roads, parks, or bodies of water. Aerial View is ideal for specific applications as well. For instance:



**Real estate** firms can showcase their properties and give prospective renters or home buyers a peek at the physical surroundings. Clients can see lot sizes, home layouts, nearby amenities, and the condition of neighboring properties. When they are in the property's vicinity, they can see whether there is a subway stop across the street or a park nearby.



**Travel** companies can use Aerial View to assist vacationers in their search for local hotels, restaurants, attractions, and other points of interest. Travelers will get a sense of the size of a resort and the amenities it provides. In addition, they can see the proximity of their hotel to beaches, city centers, landmarks, transportation hubs, and other scenic locations they wish to visit. This scouting process provided by Aerial View might even help build excitement and anticipation.



Aerial View is ideal for **retail** businesses as well. It provides additional store views for shoppers when they click on a store location on Google Maps. Customers can get a good look at a business and its urban, residential, or rural setting before they ever visit.

“With the addition of Rent.’s new aerial view feature, renters can now witness their potential home in vivid detail from an entirely new perspective. **This level of immersion is a game-changer**, providing renters with the tools to make informed decisions and confidently choose their next home, all while being wowed by the incredible experience.”

**Nishant Phadnis**  
Chief Product Officer

**Rent.**

# Benefits

**So, what do all of these applications mean for Aerial View users and their customers? Let's look at a few examples.**

**Aerial View can increase customer leads.** An aerial view of a property for example, can proactively answer a lot of user concerns about points of interest — like proximity to a beach, a park, or the nearest freeway — without needing to actually tour a property. This screens out casual onlookers and leaves only serious buyers and renters to tour the property, thereby increasing the probability that a contract or lease is signed.

**Aerial View can improve the customer journey.** Aerial View can also act as a complement to Street View or other media assets, like photos or 3D tours, on a property details page. It provides the user with additional information about the property and its surroundings, creating a visually appealing value proposition and improving the overall customer experience. Aerial View videos capture user attention, leading to increased user engagement. And keeping prospective customers engaged is the best way to turn them into actual customers.

**Aerial View can save users time.** Users can get their immersive views and new features online faster. Aerial View is easy to access and implement. It's all done via a single application interface. And it scales to meet growing demand.

**Aerial View can save users money.** Businesses using Aerial View can save a lot of money. They won't need to hire a professional drone pilot to film their location. They won't have to pay a web developer to figure out the technical details. And they won't have to spend hours attempting to do everything on their own.

## How To Get Started

Businesses can now bring cinematic location video to their websites. They can engage customers with immersive experiences. They can accomplish it with minimal effort. And they won't need big budgets to get it done. All it takes is a Google Cloud account. With that, interested users simply log in and search for "Aerial View."

**[Click here](#) to learn more about Aerial View and the immersive experiences it creates.**

