

MagicPlan releases new version of its popular room-scanning app

The app, first launched in 2011 and downloaded 18M times since, now uses 3D scanning to capture measurements and indicate doors and windows automatically

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APR 17

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The days of [real estate agents](#) carrying a measuring tape might soon be over, thanks to the ongoing advancements in apps like MagicPlan that make capturing the structural details of a listing easier — and more fun — than most thought would be possible on an iPhone.

This week, [MagicPlan](#) announced a new version of its 18-million-download iOS room-scanning app.

Version 8 is updated to further streamline the digital 3D measurement and layout of any room by automatically indicating doors and windows as a user points-and-clicks to measure corner-to-corner and from floor to ceiling.

According to a press release, “Magicplan 8 combines the power of Augmented Reality (AR) through ARKit with Artificial Intelligence (AI), utilizing Apple’s Core ML framework.”



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[ARKit is Apple's framework](#) for building augmented reality environments. The new version of it, available for iOS devices, allows for simultaneous multiple users and has pause-resume capabilities. This means that tours built with MagicPlan will be able to leverage this advanced functionality.

The software's recognition of windows and doors improves capture accuracy and eliminates the need for additional editing to help the viewer fully understand the layout.

The app still presents 2D flat plans, but they can now be translated into 3D with only a tap. All dimensions and ingress/egress are visible in both formats, and full layouts can be assembled room-by-room.

In addition to MagicPlan, agents have a wide array of software to digitally measure, enhance and market the interior of a home. More technological acronyms are making their ways into the fold and are important for listing agents to understand.

[Forbes describes](#) the three most common forms of digital environments accordingly:

- **VR/virtual reality:** Immerses users in a fully artificial digital environment
- **AR/augmented reality:** Overlays virtual objects on the real-world environment
- **MR/mixed reality:** Not just overlays, but anchors virtual objects to the real world

Digital room measurements can also benefit listing agents by better confirming room dimensions and home layout, both issues that can become sticking points with some buyers, especially those looking to renovate or with unique furnishings.

to the managing partner of Radical Galaxy Studio, [Matthew Shaffer](#). His company builds virtual real estate tours.

“We found that some buyers were getting lost in the tours,” Shaffer said.

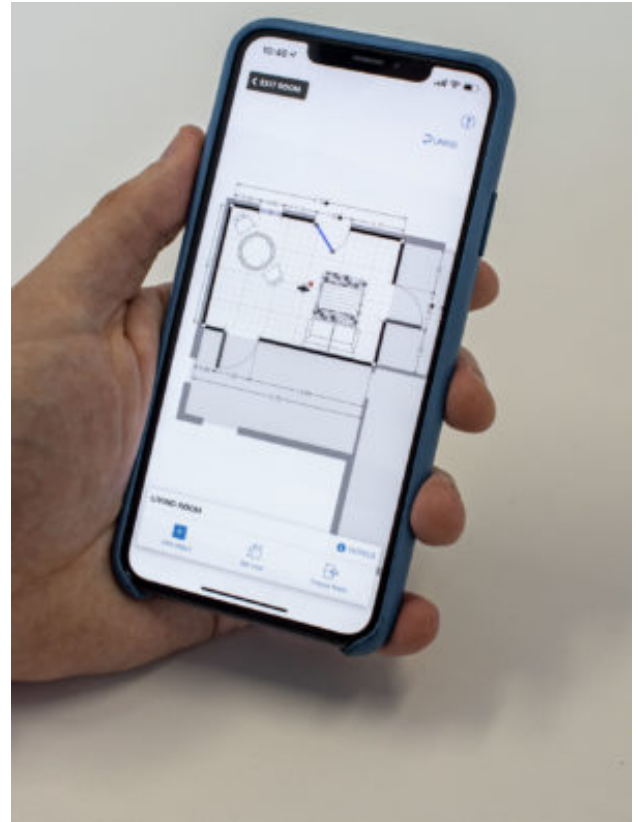
While MagicPlan has plans to release a version that also auto-recognizes furniture and other physical items in a room, it hasn’t stated its intent is to offer immersive, headset-based tours.

The new version of the app is available now on the iTunes App store, currently at no charge.

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