

The Panoramic VR Integration of Web-based GIS Residential Property Marketing Information System (WGPMIS)

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SUMMARY

The emergence of panoramic virtual reality (VR) as visualization tools and acceptance of GIS technology in real estate business have seen to be a major factor of integrating these technologies to increase the marketing efficiency and information dissemination. This paper presents the integration of panoramic VR and Geo-processing queries of the design and development of the Web-based GIS Residential Property Marketing Information System (WGRPMIS). This system is intended to be integrated with the virtual GIS technology enabling the consumer to virtually explore the potential property upon the multi criteria selection through assisted geo-processing query. The system is built using ArcGIS Desktop 10, ArcGIS Server 10 and ArcGIS Viewer for Flex 3.4. The client-server architecture used for this system is Representational State Transfer (REST) where the client web application is built using Adobe Flex Application Programming Interface (API) through application builder, and customized using Widgets and scripting in Extensible Markup Language (XML). The spatial data features are stored in a Geodatabase and published as Map Service through ArcGIS Server. The base maps are acquired from online web services (Bing, ESRI) and the Animation/Panoramic view of the property is stored in Adobe ShockWave Flash (SWF) file format.