

Beyond those doors is an area called Chase Square, which is more open than this space was pre-renovation. On the right of this photo — taken from the south side of the lobby area — is a Malibu Square Quadra area. To enter yourself in the back of the photo is in the left of the lobby area, and the ramp that leads to the Malibu Square Quadra area. To enter yourself in the back of the photo is in the left of the lobby area, and the ramp that leads to the Malibu Square Quadra area. To enter yourself in the back of the photo is in the left of the lobby area, and the ramp that leads to the Malibu Square Quadra area.

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UBIQ-UITIOUS REAL ESTATE MADE IN NEW YORK

Virtual reality remodels property management services

Writer: Chiara Spagnoli Gabardi

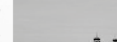
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View behind the scenes
of the new campaign

DAVID MORRIS
THE LONDON JEWELLER

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► DISCOVER THE CARTIER HIGH JEWELLERY UNIVERSE

Cartier Magicien High Jewellery Collection

Technology is at the forefront of everything these days. As time and space are nullified by any device with internet connection, you can be anywhere at any time. Ubiquity rules. This is the concept that inspired the name of the boutique real estate firm UbiQ, which flaunts an established pioneering experience in property management through technology progressions.

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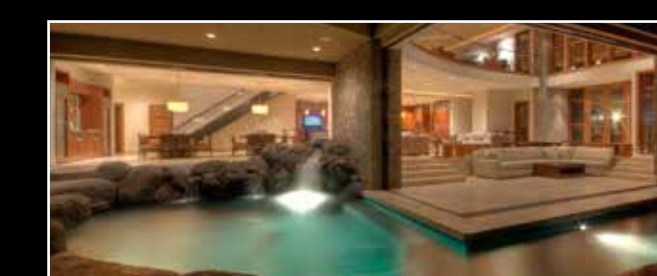
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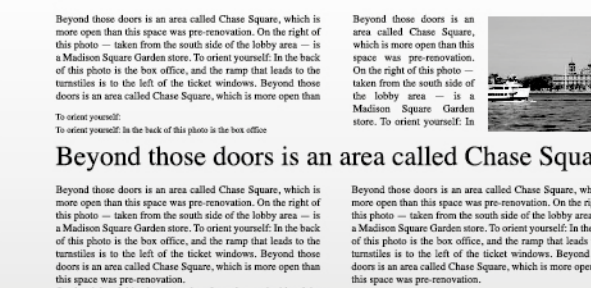


JETS & YACHTS



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A close-up photograph of a woman's neck and shoulders. She is wearing a necklace with a chain of small, dark, round beads. The focal point is a large, dark, circular pendant hanging from the chain. The pendant has a textured, possibly leather or wood, surface with a lighter, circular area in the center. The woman has blonde hair, and the background is dark and out of focus.

A large passenger jet is shown on a runway at sunset. The sky is a mix of orange, yellow, and blue. The plane is white with a dark stripe along the fuselage. Two ground crew members are visible near the front of the plane.

Counsel **Piero Massimino** are the quintessence of Italian style, hailing from all corners of the *Bel Paese*. An American touch is brought by CFO **Stephen Cohodes**, who is in charge of the firm's financial planning and record-keeping.

Van Cleef & Arpels

Haute Joaillerie, place Vendôme since 1906



DISCOVER MIDNIGHT PLANETARIUM



NEWSSTAND

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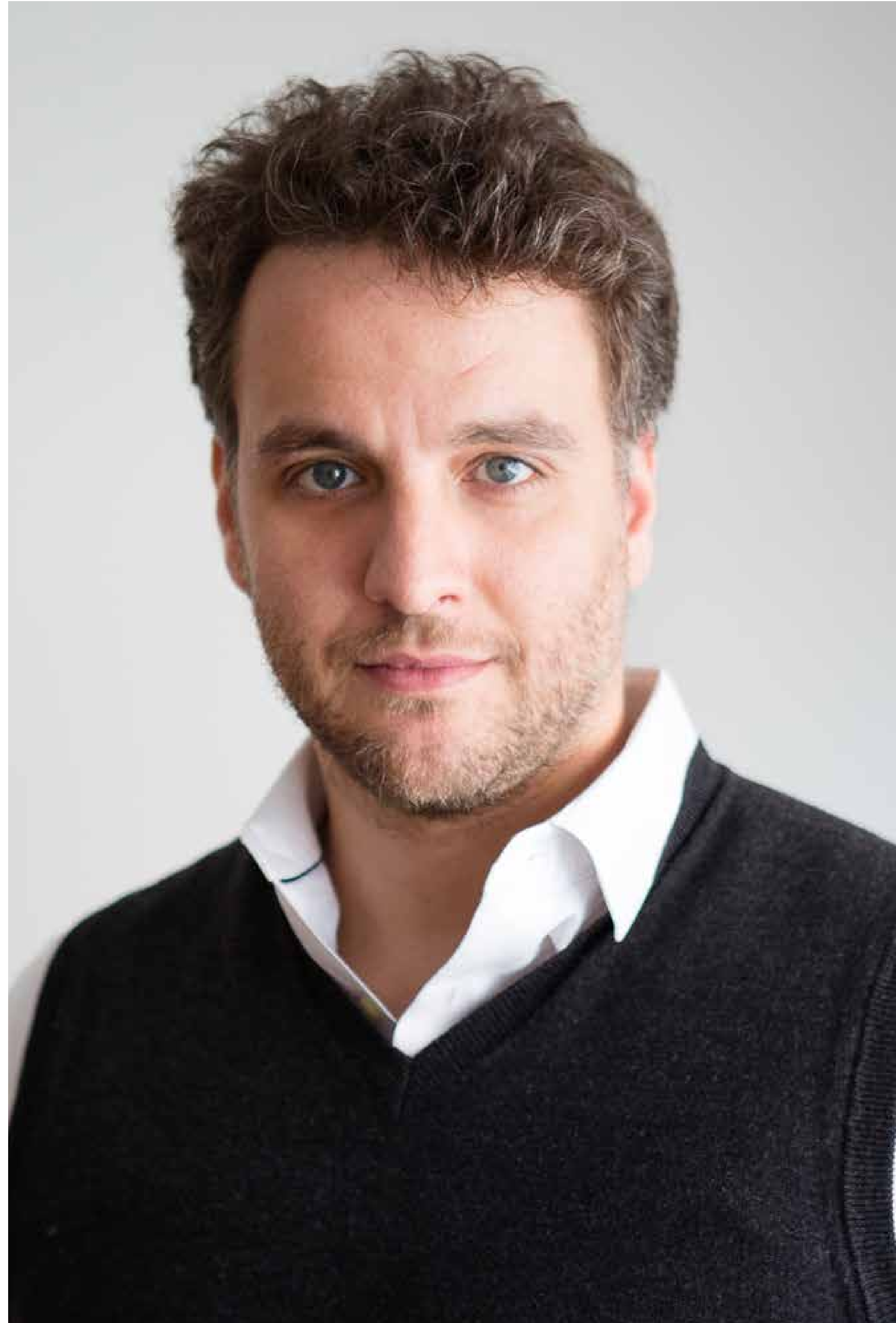
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Piero Massimino

It is the very polyglot attorney, Mr. Massimino, fluent in English, Italian, German, French, and Spanish, who is accustomed to dealing with clients from all parts of the world. He points out how UbiQ created a fund to facilitate investments.

"After a thorough financial analysis we realised that creating a fund would have given the opportunity to some of our clients to have an easier access to the New York real estate market, in terms of timing and financial stability."



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However what truly sets UbiQ apart from all other real estate companies is its progressive application of technology to all the fields regarding purchasing, selling, and managing properties. As virtual reality open houses have conquered the West Coast, UbiQ is the first real estate firm to provide this technological service for New York listings. The first listing that UbiQ is showing to clients with Oculus headsets and Samsung smartphones—using the virtual reality app called Transported—

is a stupendous USD 6.7 million triplex penthouse overlooking the High Line Park, within the condominium residence Highline 519, designed by award-winning architect Lindy Roy.

The idea to coalesce futuristic technologies with pragmatic functionality blossomed in the early 2000s, when Mr. Brenta and Mr. Cirillo started filming property visits with a Go Pro camera for overseas customers. The very first virtual tour occurred via Skype, and eventually branched off to use Google Glasses.

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La destination
mode ⁽¹⁾

A close-up portrait of a man with dark, wavy hair and a light beard, smiling warmly at the camera. He is wearing a dark blue suit jacket, a white dress shirt, and a dark blue necktie. The background is a bright, out-of-focus cityscape.

"Virtual Reality is undoubtedly a game changer in the way technology can promote real estate," says Mr. Cirillo, and adds, "From a marketing perspective you may show apartments without disturbing tenants. Some of our clients have purchased properties after a virtual tour, and still have not visited them in person. Probably the next step will be social media intertwining with virtual reality, as attested by the success of the Snapchat Spectacles, that allow you to video-record what you see and share it on the App."

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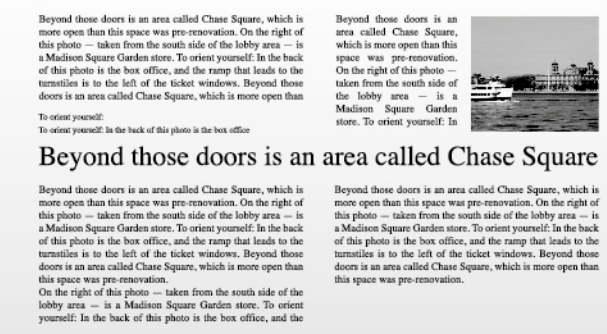
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A close-up photograph of a woman's neck and shoulders. She is wearing a dark-colored chain necklace with a large, dark, circular pendant that has a textured, possibly metallic or stone, surface. The pendant features a central, lighter-colored circular element. The woman has light brown hair. The background is dark and out of focus.

A large private jet, possibly a Gulfstream, is shown from a low angle on a runway. The scene is dramatically lit by a low sun, creating a strong orange and yellow glow. The aircraft's sleek, aerodynamic design is highlighted by the warm light. The tail fin and one of the engines are prominent on the right side of the frame. The runway surface is visible in the foreground, and the background shows a hazy sky with some clouds.



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The Latin word Ubique, meaning 'everywhere,' fully epitomises the philosophy of this real estate firm, not only in the way it engages with customers from all over the world, but also in terms of how it intends to expand worldwide by opening branch offices in London, Miami, Hong Kong, Dubai, and Milan. UbiQ, in actuality, may possess the exceptional trait of omnipresence.