

## FHWien der WKW Invited to the First Digital Real Estate Day

**VR glasses, Big Data and AI: Thirteen proptech companies presented innovative digital tools to real estate professionals and students. Co-organizer of the event was Ivalu.**

*Vienna, October 5, 2023* – Digital technology is becoming increasingly prevalent in the real estate industry. Numerous start-ups are establishing digital solutions for tasks that used to be handled analogously. At the first Digital Real Estate Day at FHWien der WKW on September 28, 2023, thirteen proptech companies presented their innovative tools to real estate professionals and students. The spectrum of applications and technologies ranged from VR glasses, Big Data and Machine Learning to Augmented Reality and Artificial Intelligence. The Digital Real Estate Day was organized by FHWien together with Ivalu, the digital expert for companies in the real estate industry.

### **Digital solutions for the real estate industry**

The representatives of the proptech companies presented their solutions for the challenges of the real estate industry in short presentations and then personally in CEO meet-ups. These included offerings for practically all areas of work in the real estate industry: planning and visualization, house and apartment brokerage, smart home, investing and marketing. The term proptech, a combination of “property” and “technology”, describes the use of digital technologies in the real estate sector.

### **From practice into the lecture hall**

“We are very pleased with the success of our first joint event with Ivalu,” sums up Klemens Braunsch, Head of Real Estate Management Study Programs at FHWien der WKW. “With the Digital Real Estate Day, we brought practice directly into the lecture hall! Our students gained insight into the rapid digitalization of the real estate industry. And they got to know state-of-the-art products and services that will shape their professional development.”

### **Not everything can be digitalized**

The event was rounded off by a panel discussion on “The digital practice of the industry”. In this discussion, ways into the future of the real estate industry were pointed out. The following experts could be won for the discussion: Arnold Koller (Datenpool), Sabine Müller (Value One), Michael Herbeck (Buwog Group), Ingrid Neugebauer (EHL Immobilien) and Klemens Braunsch (FHWien der WKW). The participants addressed the great digitization potential of the industry. However, not everything can be digitized, according to the experts, because the planning and sale of a property are complex, dynamic processes in which the personal exchange between the project partners plays an important role.

The real estate professionals believe that in future the digitalization of the circular economy, the use of artificial intelligence and the analysis of big data will make great strides and determine the activities of real estate companies as brokers, managers and developers.

# PRESSEMITTEILUNG



The following proptech companies participated in the first Digital Real Estate Day at FHWien der WKW:

- Exploreal
- immo-bilie
- Brickwise
- Greenpass
- Smino
- Squarebytes
- PicMyPlace – Real Agency
- PropUp
- Propster
- Housemeister
- Puck
- iDWELL
- Wowflow

## Photos:

Experts from the real estate industry discussed the potential for digitization at the first Digital Real Estate Day, a cooperation between FHWien der WKW and Ivalu.

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Real estate professionals and students followed the presentations of thirteen proptech companies at the first Digital Real Estate Day in the main lecture hall of FHWien der WKW.

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## FHWien der Wirtschaftskammer Wien (WKW)

*FHWien der WKW is Austria's leading university of applied sciences for management & communication. Its Bachelor's and Master's degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.*

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