

# HERE EAST ANNOUNCES STATE-OF-THE-ART VIRTUAL TWIN TO SHOWCASE INNOVATION CAMPUS



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- **Here East – Delancey’s innovation and technology hub located in East London – has created a virtual twin to showcase its thriving campus at the heart of Queen Elizabeth Olympic Park.**
- **The virtual twin provides a platform for remote viewing, leveraging the very latest game engine technology to allow people from across the globe to virtually visit Here East in real-time.**

Here East, Delancey’s innovation campus in East London, today announces its state-of-the-art virtual twin. Partnering with digital design specialists Squint Opera, Here East takes a pioneering step into the virtual world as one of the first to introduce this technology, paving the way for a new era of digital innovation.

The virtual twin is a replica of the Here East campus in the online world, harnessing the latest in real-time technology that will allow people from all over the globe to visit remotely. It will eventually allow visitors to explore the campus on their own terms, immersing them in a way that is fun and engaging as well as informative. Initially, the twin is being used as an R&D tool to test emergent use cases.

The virtual twin constitutes a revolutionary way to showcase the campus. Leveraging software including Epic’s Unreal Engine 5, Squint Opera have created an immersive 3D replica of the Here East campus, which is experienced online, in real-time.

By integrating existing data with on-site captured elements – like photographs, recorded sounds, animated components and dynamic natural lighting - Squint Opera created a finely detailed replica of the campus, crafting an experience that is vibrant and deeply engaging.

The platform is powered by SpaceForm, which specialises in enterprise metaverse experiences for the built environment, allowing potential tenants, investors and communities to experience the campus without leaving their computers. The detailed insights it provides expedite decision-making processes far beyond what traditional architectural communication tools can offer.

Here East has always been at the forefront of technology and innovation, and now, with their virtual twin, they will inhabit a new unique space – expanding their one-million-square-foot site into a limitless and internationally accessible



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**Gavin Poole**  
**CEO**  
**Here East**



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Here East is home to 6,000 people and 37 organisations in the technology, academic and creative sectors. With 94% of its one-million-square-foot site already leased, the virtual twin’s unique communication capabilities offer a practical solution to promote the innovative campus globally, paving the way for future expansion.

Gavin Poole, CEO of Here East, commented: “We are delighted to have partnered with Squint Opera to take this transformative step and develop our virtual twin. The ability to replicate our vibrant campus in a virtual forum and show people from all over the world our site, whilst having real-time conversations with them, is really unique.”

“This is an exciting step for us. We continue to experiment with the twin in this phase of research and development, and we look forward to being able to open up our East London home in due course. We will be able to showcase the collaborative environment we have cultivated and fostered over the last decade to new audiences globally.”

Alice Britton, Founding Director, Squint/Opera commented:

“Squint Opera devised a true-to-life virtual facsimile of Here East to powerfully communicate this innovative space to a wide and varied audience. Our Virtual Twin uses Spaceform to connect and immerse people in this virtual twin, no matter where they are.”

“The capability of our virtual twin to create a genuinely immersive environment for meetings enables our client to present every aspect of their project to potential tenants, investors, and communities in real-time. Here East has innovation at its heart, and together we’ve created a product that really reflects that.”

For further information:

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