



FOUNDATION

Transforming Presentations > Accelerating Sales

January 2025

The Future of Sales Presentations.

Foundation, Engage Works' web-based presentation platform, is meticulously crafted for high-value sales environments, such as commercial, mixed-use or residential sales.

Designed to empower sales and marketing teams, Foundation creates bespoke, immersive, engaging presentations that moves you closer to your goals, and set you apart from your competitors.

Clients & Partnerships



ballymore.

Berkeley

DMCC



CIT



HELICAL



KNIGHT DRAGON



DERWENT LONDON



Landsec



L&Q Group

KNIGHTCREST

meydan

Brookfield

Core Benefits

Foundation is a user-friendly presentation platform that boosts sales efficiency with fast content updates, personalised experiences, and CRM integration. It's scalable, cost-effective, accessible on any device and automatically stays up to date.

Enhance Sales Efficiency

Create and update presentations quickly with an easy-to-use CMS.

No coding required, allowing teams of any skill level to produce professional content.

Cost-Effective and Time-Saving

Bespoke, interactive presentations that captivate and engage clients.

Easily personalise content to match client preferences and requirements.

Update presentations with your internal team, no need for external support.

Accessible

To use Foundation all you need is an internet connection & we're working on an offline version to accommodate China & other locations where connectivity might be an issue.

Device Agnostic

Access is available from any device, including iOS.

Foundation is web-based and runs seamlessly on any device from tablet to interactive video wall or even immersive projected room.

A dimly lit, modern living room with a sofa, armchair, and large plant. The room is dark, with light coming from a window or doorway in the background, creating a moody atmosphere. The furniture is contemporary, and there are some decorative items on a table in the foreground.

“

My advice to other developers: invest in your marketing suite and choose the right partner, like Engage Works. We've seen hundreds of millions in sales from a major residential project, all thanks to a significant upfront investment in tech that's been worth every penny. Even our investor group is now thanking us for pushing them to make that investment—it's set us up for success.

For us it's been the difference between doing the deal or not

- Major property developer

Key Features

Designed with your brand in mind

- Consistent communication tools across all teams with customisable branding.
- Easily update branding elements as needed.

Flexible, feature-rich platform

- High-resolution support, 4K content, interactive floorplans and 3D models.
- Remote control capabilities for presentations.
- Multi-format content support, including images, videos, slideshows, and more.

Advanced Analytics

- Consistent communication tools across all teams with customisable branding.
- Gain insights to refine sales tactics and improve efficiency.

Collaborative Roadmap and Deployment

- You'll receive regular updates and can suggest new functionalities for the development roadmap.
- No manual updates are required—the app will update automatically.

Shared Login

- Shared logins can be used across multiple developments. If a prospect finds one development unsuitable, you can quickly pull up other options.

Prospect features

- CRM tool integration on request.
- Add customer details & share property info quickly and easily via a URL.

THE POULTON

TOTAL AREAS

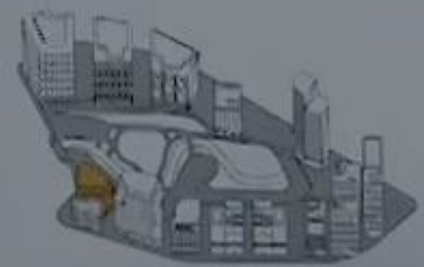
 OFFICE (NIA)	 TERRACES
7,050 SQ M	100 SQ M
70,353 SQ FT	1,076 SQ FT
<hr/>	
 FLEXIBLE USE	
514 SQ M	
5,533 SQ FT	

Watch The Film



Foundation Property Experiences

LOCATION



FLOORPLAN

SELECTED OFFICE SPACE:

SQ M	SQ FT
838	9,020
838	9,020
838	9,020
838	9,020
838	9,020
916	9,860
916	9,860
514	5,533
514	5,533
837	

Case Studies

We've designed and executed many sales suite experiences partnering our technology with Foundation, which allows complete control of the digital journey throughout the space.

The Whiteley

Property Marketing Suite

London, UK

Redefining Marketing Suites

An immersive, zoned marketing suite experience, set within an historic London address that has been reimagined for the 21st century with 139 private residential apartments and townhouses.

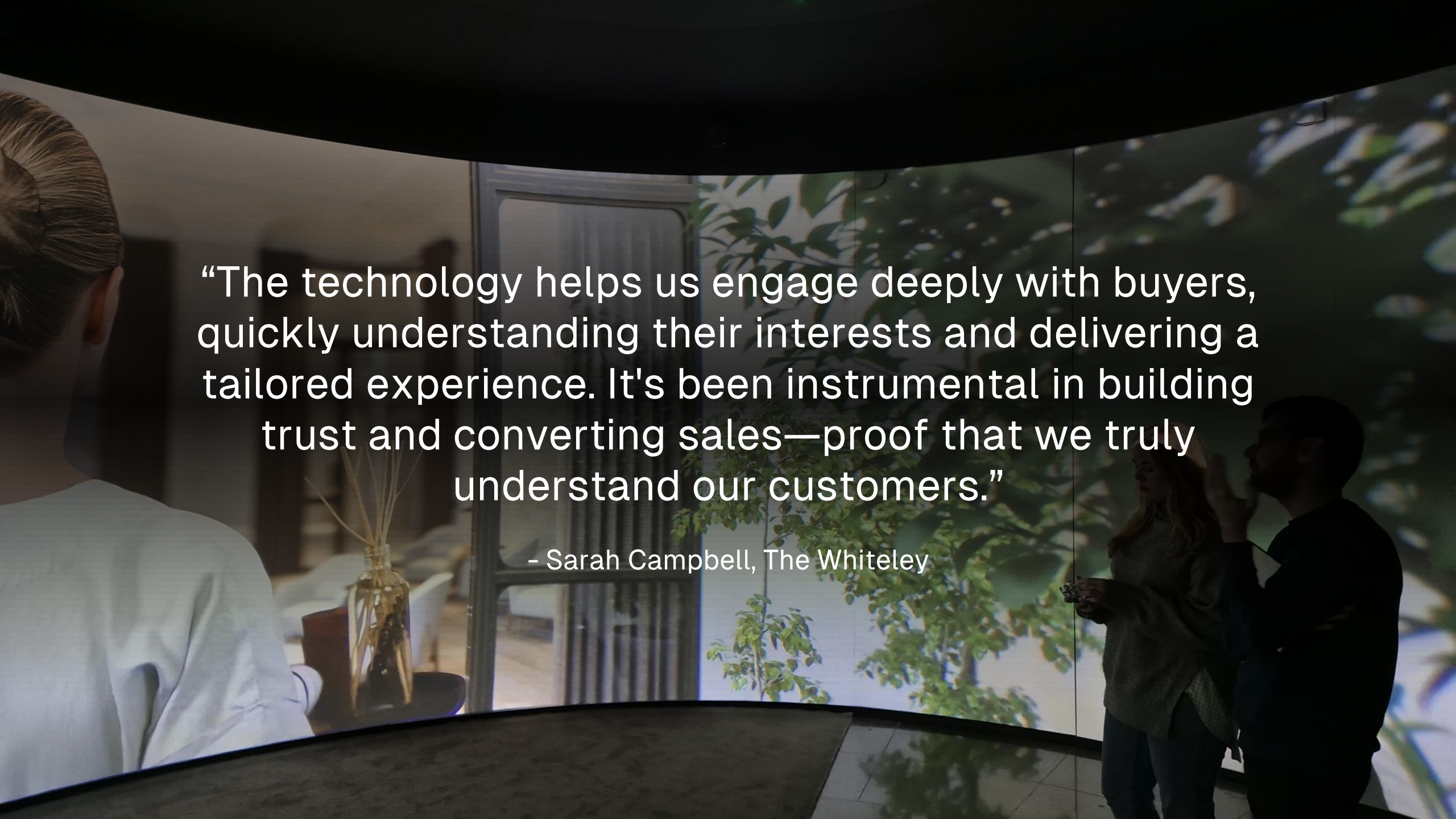
The Whiteley is a complete re-imagining of a historic address of epic scale and proportion. Set within a retained and restored Grade II listed façade, it comprises 139 private residential apartments and townhouses, London's first Six Senses hotel and spa with 110 rooms, restaurants, 20 new stores, a cinema, state of the art gym and a range of fully accessible public spaces.

Engage Works created an immersive, zoned marketing suite experience, including a 270-degree video wall, interactive 5x3-metre video wall and physical model. We partnered the technology with our bespoke Foundation software, to control the digital journey throughout the space, and to allow personalised presentations, tailored to each experience.

[View the case study](#)







“The technology helps us engage deeply with buyers, quickly understanding their interests and delivering a tailored experience. It's been instrumental in building trust and converting sales—proof that we truly understand our customers.”

- Sarah Campbell, The Whiteley

Almacantar Marble Arch Place

Marketing Suite Experience

London, UK





Almacantar Marble Arch Place

Engage Works was asked to work alongside Almacantar and their interior designer to create a concept design for a compelling sales suite at their mixed-use scheme in Marble Arch. Using cutting-edge technology and leveraging buyers' data, we delivered fully customised software that tailored the experience based on key steps in the marketing journey. Almacantar also had an incumbent delivery team that procured and installed the hardware system based on our design, overseen by our engineering department.

Technology:
6m x 3m Curved LED
84" and 75" Touch Screens

Software:
Foundation Sales
Software
Tablet Software

Content & Animation:
3D Digital Twin
Content adaptation



Final delivery – Curved LED, 84" Touch and Model

Services:

- Spatial Design
- AV Design
- AV Delivery
- Software Development Support



Conceptual Render 1



Conceptual Render 2



Software Digital Twin

Canary Wharf Group

Wood Wharf London

End-to-end design of an innovative experience suite that creates intrigue and changes the perception of the Canary Wharf Group to an entirely new demographic of tenants.

[View the case study](#)



Integrating the Wood Wharf Experience with Hybrid Technologies

To attract investors to Canary Wharf's largest development, we crafted an interactive Marketing Suite Experience. Our strategy integrates diverse technologies to draw tenants from sectors like technology, communications, and media.

Engage's Foundation software, showcased on video walls, tablets, and Surface Studio, streamlines the sales process. Sales agents gain instant access to a portfolio of content assets, sales tools, and features, facilitating conversations with prospective buyers. This approach enhances engagement and aids in showcasing the development's potential, ensuring a seamless experience for both agents and potential investors.

[View the case study](#)





Canary Wharf Group Wood Wharf London

Engage worked with Canary Wharf across the full design and delivery process of the Wood Wharf marketing suite – a space to lease the commercial side of the new development. Working with a team of interior designers and their incumbent brand agency, we were responsible for the customer journey, specialist AV and software delivery.

Technology:

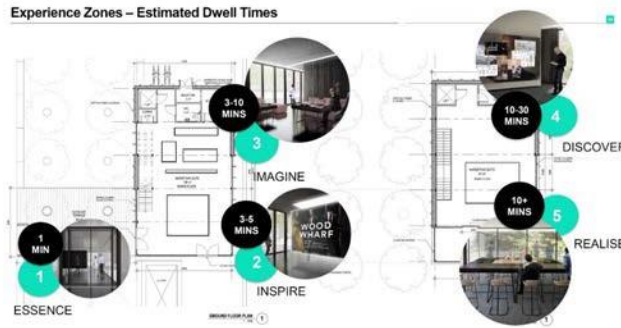
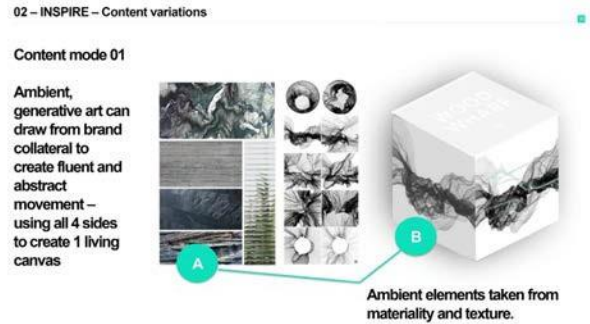
'Floating' 1.5m LED Cube
Installation Surface Studio
Kiosk
3x3 55" Touch Wall

Software:

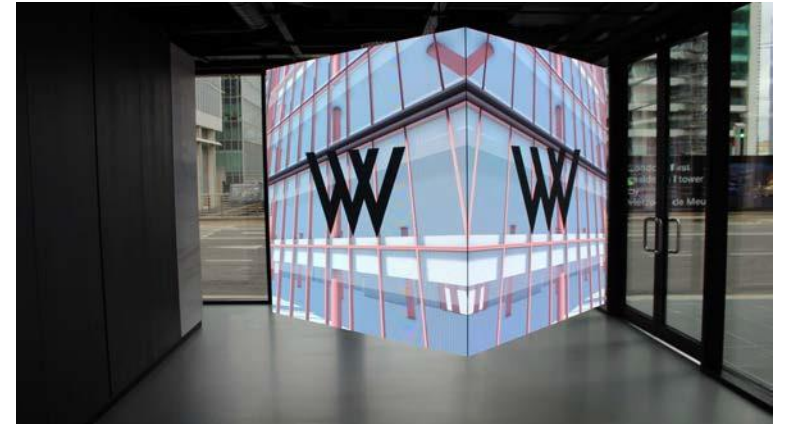
Foundation Sales
Software Tablet
Software
Environment Control

Content & Animation:

Data Visualisation
Generative Art



Spatial and content strategy



Final delivery – LED Cube, 3x3 Touch wall, Content kiosk



Services:

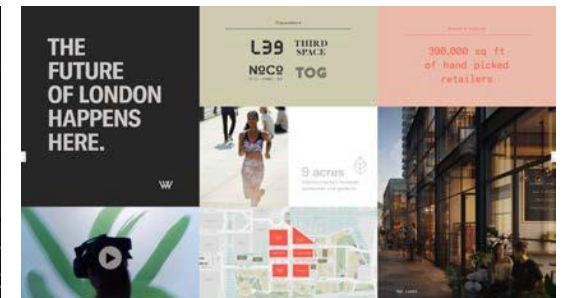
- Strategy
- Concept Design
- AV Delivery
- Software Development
- Data Visualisation / Generative Art
- Support



Concept – 3x3 Wall



Concept – LED Cube



Software - Foundation

Greenwich Peninsula Experience Centre

Highly advanced and customer-focused marketing suite for London's latest property development, a blend of digital technology, architectural materiality and branded collateral, flowing into a seamless, integrated visitor journey.

[View the case study](#)

IMAGINING

WELCOME
TO NEW
LONDON



Knight Dragon Greenwich Peninsula

Greenwich Peninsula is a 15 year project to redevelop one of London's newest districts. Knight Dragon came to Engage to assist in the strategy and delivery of a new 'Experience Hub', a place where the public can become advocates for the scheme and register their interest to know more.

Technology:

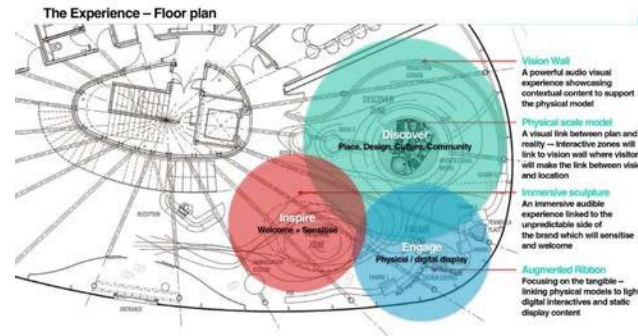
9m Curved LED Wall
5x Surface Pro and Surface
Studio Kiosks 3x VR Pods

Software:

Bespoke Content Software
Tablet Software

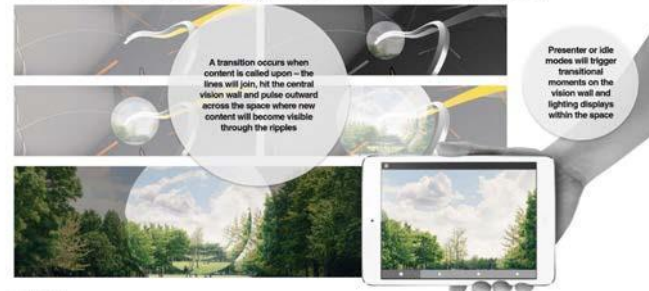
Content & Animation:

Content adaptation for LED Wall



Discover (Physical model / projection wall) – Narrative delivery transitions

Flow will move within the space and triggered via content modes within software control.



Spatial and content strategy



Final delivery – 180 LED Wall & VR pods



Services:

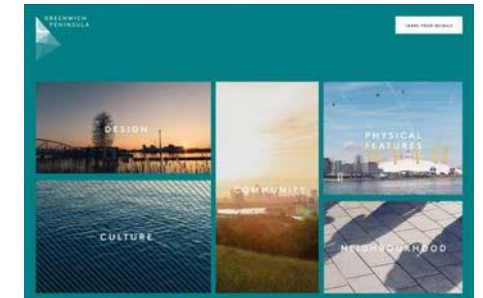
- Strategy
- Concept Design
- AV Delivery
- Software Development
- Content Adaptation
- Support



Conceptual render 1



Conceptual render 2



Software

Modon Properties Interactive Sales Suite

Unique interactive experience to help Emiratis purchase homes through the Abu Dhabi National Housing Scheme with the new Al Riyadh City development in Abu Dhabi, designed by Modon Properties.

[Watch the case study](#)

Villa Design	Total Area	Extension
T-03	612m ²	39m
Price Estimate Range		
2,182,700 AED - 2,488,700 AED		

معدن العقارية
MODON PROPERTIES

Modon Sales Centre & Event

Engage designed a Sales Centre for Modon Properties, a new venture intended to streamline and accelerate the process of developing land plots and homes for Emirati nationals.

Using a bespoke software application, visitors could customise and create their own bespoke villa designs, considering the specific requirements of their lifestyle, privacy and family needs. All personal choices were saved to a secure cloud-based profile, activated through their identification cards' RFID chip.

Once live, Engage was asked to create a standalone event stand to launch the venture. The stand would allow visitors to access their already-created profiles or create a new one.

Technology:
Large format LED wall
2x 55" totem screens
8x Surface studio
consoles 3x3 55" Multi
touch wall



Final delivery – Curved LED, 84" Touch and Model

Services:

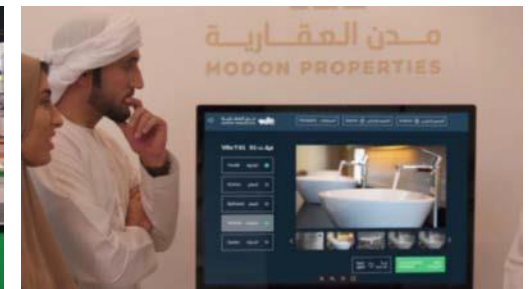
- Spatial Design
- AV Design
- AV Delivery
- Software Development
- Support



Event Space



Event Space



Event Software

Bart Square Sale Experience Centre

Portable property application intended for use on site visits in the Bart's Square development, including a unique apartment finder, updatable via a live data feed.



AXA

Sales Centre

Helping sales agents tell the story of TwentyTwo through three modes of interactive software – Tablet, Wall, and Remote - for full flexibility during presentations, across two separate rooms.

[View the case study](#)



CBRE

Experience Centre

An interactive media wall at the heart of a marketing suite, enabling agents to dynamically filter through CBRE's sales and marketing collateral, including a 'live' apartment finder, 3D interactive context model, and interactive maps.

[View the case study](#)

ONE CROWN
PLACE



Brookfield Experience Centre

Empowering customers to visualise the future at the London based Brookfield development.

[Watch the case study](#)



Derwent Experience Centre

Barge-based marketing suite, with the software application bringing the history of the site to life via a touch foil and projector solution.

[Watch the case study](#)



A History of Paddington

1860s - The tycoon Richard Branson, aged 16, purchased a houseboat for his girlfriend, Monday, and her dog, Friday, which he still owns and still resides in the Basin today.
Branson still has ties to the area with Virgin's HQ occupying the nearby Battleship



Taper Building Experience Centre

High-impact interactive projection mapping for boutique property developer.

[Watch the case study](#)

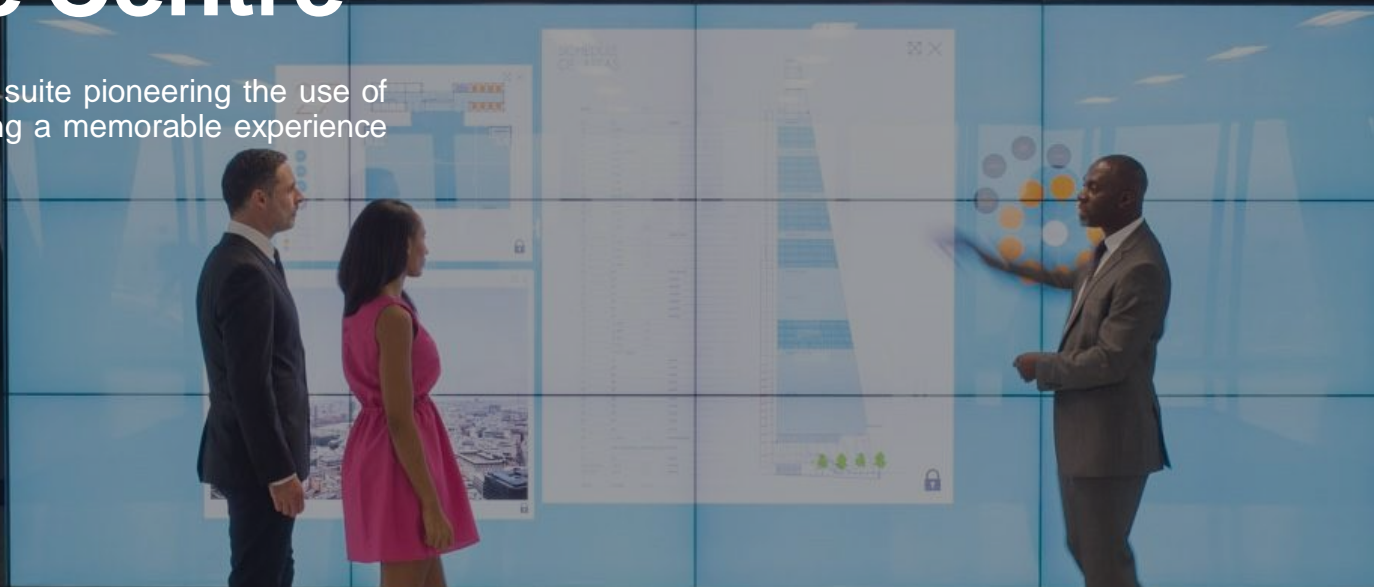


British Land Experience Centre

Commercial property marketing suite pioneering the use of an interactive video wall, creating a memorable experience and accelerating sales.

[Watch the case study](#)

THE LEADENHALL BUILDING
CITY OF LONDON



THE LEADENHALL BUILDING
CITY OF LONDON



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