6D global
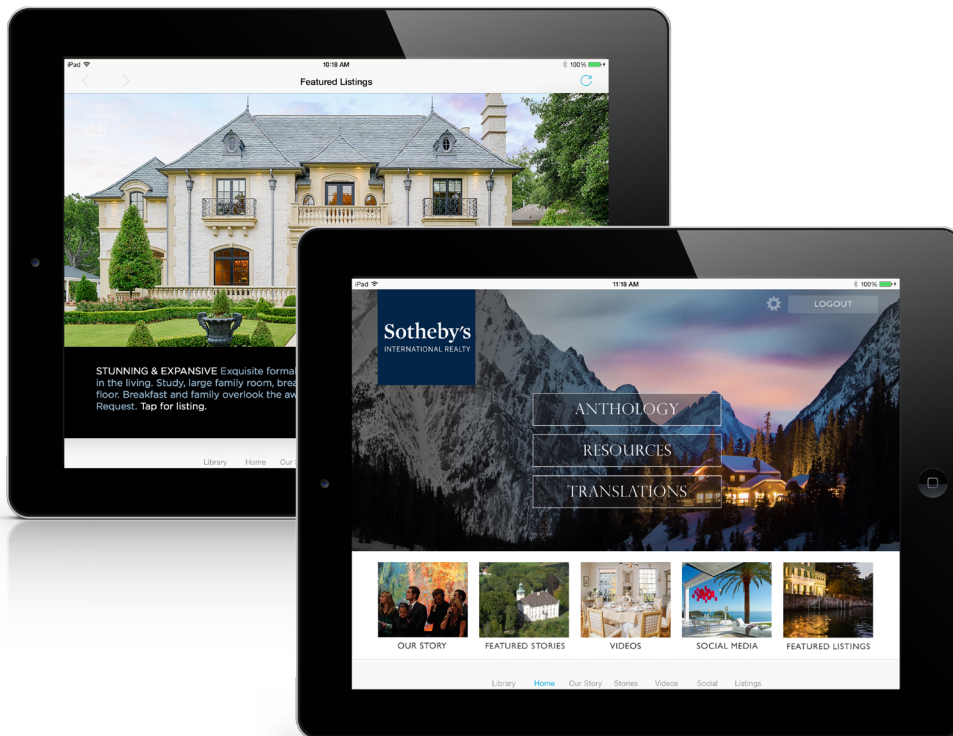
Sotheby's International Realty

CHALLENGE

Sotheby's International Reality (SIR) is the quintessential luxury real estate brand with over 13,000 sales associates located in 660 offices and 49 countries worldwide. Innovation is one of SIR's core values and keeps them at the top of the luxury real estate market. SIR recognized that mobile communication would play a leading role in the future of agent/client engagement and, in 2012, acquired the Adobe DPS Enterprise mobile development platform as the foundation of their brand experience communication roadmap.

Sotheby's
INTERNATIONAL REALTY

PROJECT

Develop a mobile application of the Sotheby's International Realty magazine for iOS and Android devices. Services will include core information architecture design, content development, and user experience (UX) and user interface (UI) design using Adobe Digital Publishing Suite (DPS).

TECHNOLOGY

IOS, ANDROID

WENDY PURVEY, CHIEF MARKETING OFFICER, SOTHEBY'S INTERNATIONAL REALTY AFFILIATES LLC:

"6D Mobile [Storycode] delivered a game-changing mobile brand experience for our company."
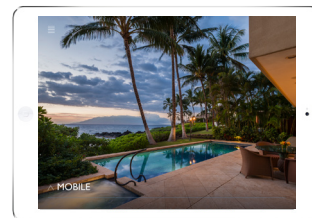
Making Digital More Human™

SOLUTION & EXECUTION

6D Mobile was engaged by SIR to reimagine their sales enablement mobile app for iPad and Android. The new version needed to be more than a simple, page swipe digital reproduction of their printed catalogs.

We took a "mobile first" and "user centric" approach that resulted in a new UX, navigation and design. Parallax scrolling, animated transitions, dashboards and data visualization replaced traditional swipe-to-advnce paradigm and resulted in an engaging brand story experience and a dynamic way to access relevant data.

SOTHEBY'S ANTHOLOGY
is available on the
Apple app store