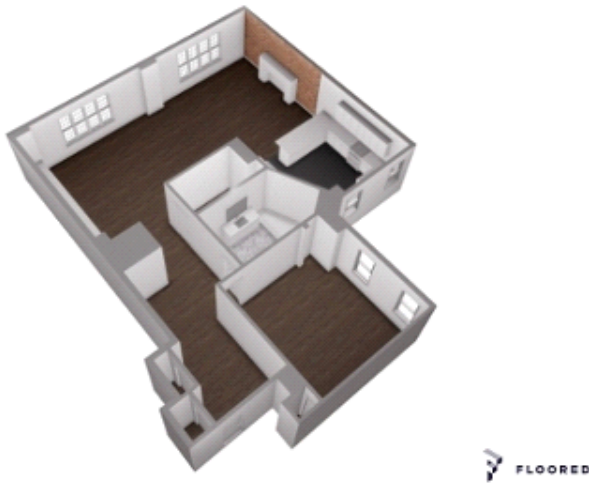


August 8, 2016

StreetEasy Enhances 3-D Floor Plans; Virtually Shows Home Shoppers Physical Materials and Lighting in NYC Apartments

Powered by Floored, exclusive technology now available for both rental and sales listings

NEW YORK, Aug. 8, 2016 /PRNewswire/ -- Today, StreetEasy®, New York City's leading real estate marketplace, introduced a significant upgrade to its exclusive 3-D floor plans for select rental and sales listings¹, which provide renters and buyers with better insight into a home's layout and feel.



Improving upon the original interactive 3-D model launched last year, the upgraded floor plan now includes detailed representation of physical materials in their actual color and texture - such as herringbone hardwood floors or exposed brick walls - and simulation of natural lighting. Previously only on desktop, this upgrade also allows floor plans to be viewed on mobile web and on StreetEasy apps. Each 3-D floor plan is interactive and lets shoppers rotate and tilt the floor plan using their device's mouse or touchscreen.

Built by [Floored](#) and exclusively customized for StreetEasy, this software uses already supplied listing photos and 2-D floor plans to create an accurate 3-D model of the property in as little as 24 hours. No special camera equipment, on-site visits, or lengthy amount of time to process is required. While the 2-D floor plan is the source for the apartment's 3-D layout, new material-recognition technology scans listing photos to detect physical finishes, matching the finishes to a digital catalog of materials. Once materials are assigned, the enhanced floor plan is reviewed to ensure accuracy.

"With StreetEasy users spending 20 percent more time on a listing with a 3-D floor plan, home shoppers clearly value the additional information as they're evaluating listings," said Susan Daimler, general manager of StreetEasy. "This next generation of 3-D floor plans provide an unparalleled view point for buyers and renters and we are excited to offer Floored's next phase of innovative technology to further enhance the home shopping experience on StreetEasy."

StreetEasy's 3-D floor plans are available exclusively through the company's Featured Listings programs for sales and rental listings.

About StreetEasy:

StreetEasy is New York City's leading local real estate marketplace on mobile and the web, providing accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area. StreetEasy adds layers of proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons.

Launched in 2006, StreetEasy is based in the Flatiron neighborhood of Manhattan. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z and ZG).

StreetEasy is a registered trademark of Zillow, Inc.

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ⁱ StreetEasy 3-D floor plans are only available for single-floor NYC for-rent and for-sale listings that are part of the self-serve Featured Listings program.

Photo - <http://photos.prnewswire.com/prnh/20160805/396039>

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