

From bottleneck to competitive edge as Locka launches AI-driven image production for residential visualization



SmartCraft has further developed its use of artificial intelligence by introducing a new AI-driven production model for residential visualisation through its portfolio company Locka. The solution represents a further step in SmartCraft's ongoing effort to embed artificial intelligence directly into the core workflows of its products.

The new tool, Locka StudioAI, enables a more scalable and flexible production of 3D visualisations. This allows for increased output, including more visualisations, a broader range of interior options, and faster adaptation of content throughout a project's lifecycle.

Locka StudioAI addresses a well-known bottleneck in the residential segment, where the production of 3D visualisations has historically been both time-consuming and costly. By integrating AI directly into the production process, the model improves efficiency and expands the commercial scope of what can be delivered.

The solution has been developed in close collaboration with industry participants, such as Klöver.

"This is what we in the industry have been waiting for. A tool that helps us create high-quality visual experiences and strengthens the customer journey. I'm grateful that Locka continues to challenge itself and the industry to become better," says Niklas Malmfors, Sales Manager at Klöver.

3D visualisation plays a central role in the sales of newly built residential units. With Locka StudioAI, the boundaries of what can be produced and adapted within commercial constraints are extended. More visual content, greater optionality, and more detailed environments can be delivered and continuously updated, while maintaining a higher level of consistency in quality over time.

"Many are talking about AI. The difference here is that the technology is embedded directly into production. This impacts what we can deliver, how fast we can deliver it, and the cost structure of production," says Johan Corke, CEO of Locka.

The launch illustrates how SmartCraft improves efficiency, quality and customer value within existing workflows through the practical application of AI.

About SmartCraft

SmartCraft is the leading Nordic provider of mission-critical SaaS solutions for small and medium-sized businesses in the construction industry, helping them improve productivity, margins, and resource efficiency. Today, the Group has more than 13,300 customers and 270 employees across Norway, Sweden, Finland, and the UK. SmartCraft was listed on the Oslo Stock Exchange in June 2021 and subsequently listed on Nasdaq Stockholm in 2026.

Locka, part of SmartCraft, develops digital tools and visual content for the residential real estate industry. The company helps developers, property companies and brokers present, market and sell new housing projects through 3D visualisation, interactive models and digital solutions for the customer journey.

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