SmartCraft's Locka expands StudioAI use in new-build projects with Klövern

SmartCraft's subsidiary Locka is continuing the development of Locka StudioAI with Swedish residential developer Klövern. The AI-powered platform enables visual content to be produced and adapted throughout the sales process for new-build homes, from project development and sales launch to the continued marketing of the project.

When selling new-build homes, the properties often do not yet physically exist. Visualisations therefore play an important role in helping prospective buyers understand the homes they are considering.

Traditionally, much of the visual content is produced early in a project. However, the need for images and information can change as the sales process develops and the residential developer gains a better understanding of the target audience.

Locka StudioAI provides a more flexible production model. The platform enables existing images to be adjusted and new perspectives to be created faster, allowing developers to produce more visual content and adapt it throughout the project.

Locka and Klövern have collaborated since 2024. As an early user of Locka StudioAI, Klövern participated in the pilot and has tested the technology in active new-build residential projects.

"Changes to visual content can now be made much faster thanks to Locka StudioAI. Smaller details in an image can be adjusted with a very quick response. Previously, producing such an image could take several weeks and come at a different cost," says Niklas Malmfors, Sales Manager at Klövern.

Greater flexibility also makes it possible to visualise more parts of a home and adapt the material as new needs emerge. This can give prospective buyers a broader and more relevant visual presentation of properties they cannot yet visit.

"Locka StudioAI shows how AI can transform an established production process. By making residential visualisation more flexible, Locka can help developers produce a broader range of content and adapt it as the project and understanding of the target audience develop," says Jeremias Jansson, CEO of SmartCraft.

SmartCraft introduced Locka StudioAI in June 2026 as an AI-driven production model for residential visualisation. The collaboration with Klövern provides practical input from active projects that supports the platform's continued development.

About Locka
Locka, part of SmartCraft, develops digital tools and visual content for the residential property industry. The company helps residential developers, property companies and real estate agents present, market and sell residential projects through services including 3D visualisation, customer options management and after-sales management.

About Us
SmartCraft is a Northern European vertical SaaS company providing business-critical software for tradespeople and construction businesses, helping them improve productivity, margins, and resource efficiency. Today, the Group has more than 13,400 customers and 270 employees across Norway, Sweden, Finland, Ireland and the UK. SmartCraft was listed on the Oslo Stock Exchange in June 2021 and subsequently listed on Nasdaq Stockholm in 2026.

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