

VR and AR in Automotive Industry

The Automotive Industry is constantly looking for ways to enhance the quality of its vehicles, reduce costs, and reduce the time to market.

As a result, it isn't surprising that more and more automotive industries are now using VR and AR technologies across the different product and sales processes for higher efficiency – whether it be design, research, manufacturing, sales, or marketing.

In most industries including automotive, the implementation of modern technologies is one of the major factors for success in highly competitive markets.





VR and AR technologies can help auto businesses get a number of significant benefits in the following use cases:

- Virtual Car Showroom
- VR Car Driving Simulation
- AR Car Showcase

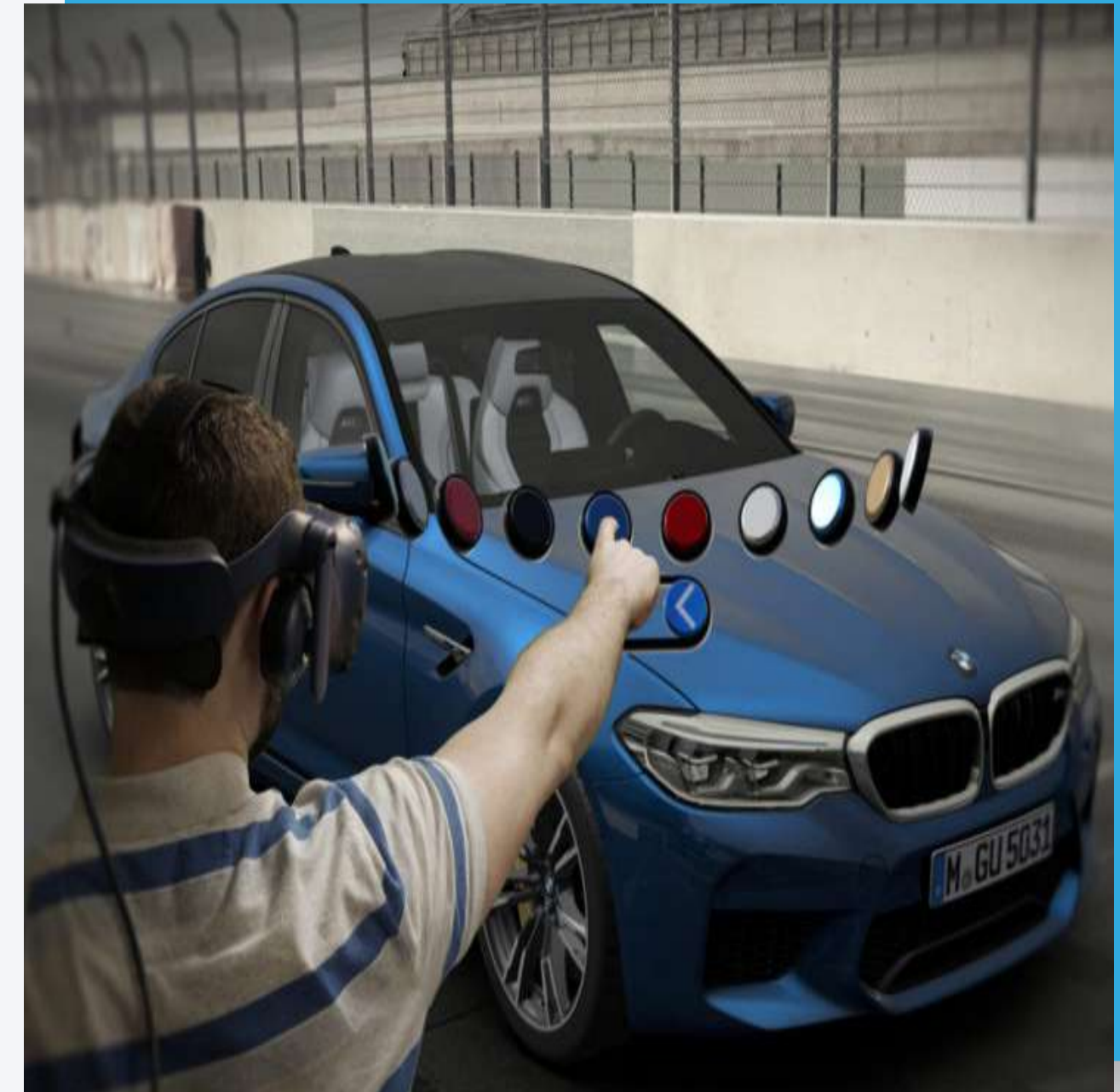
Virtual Car Showroom

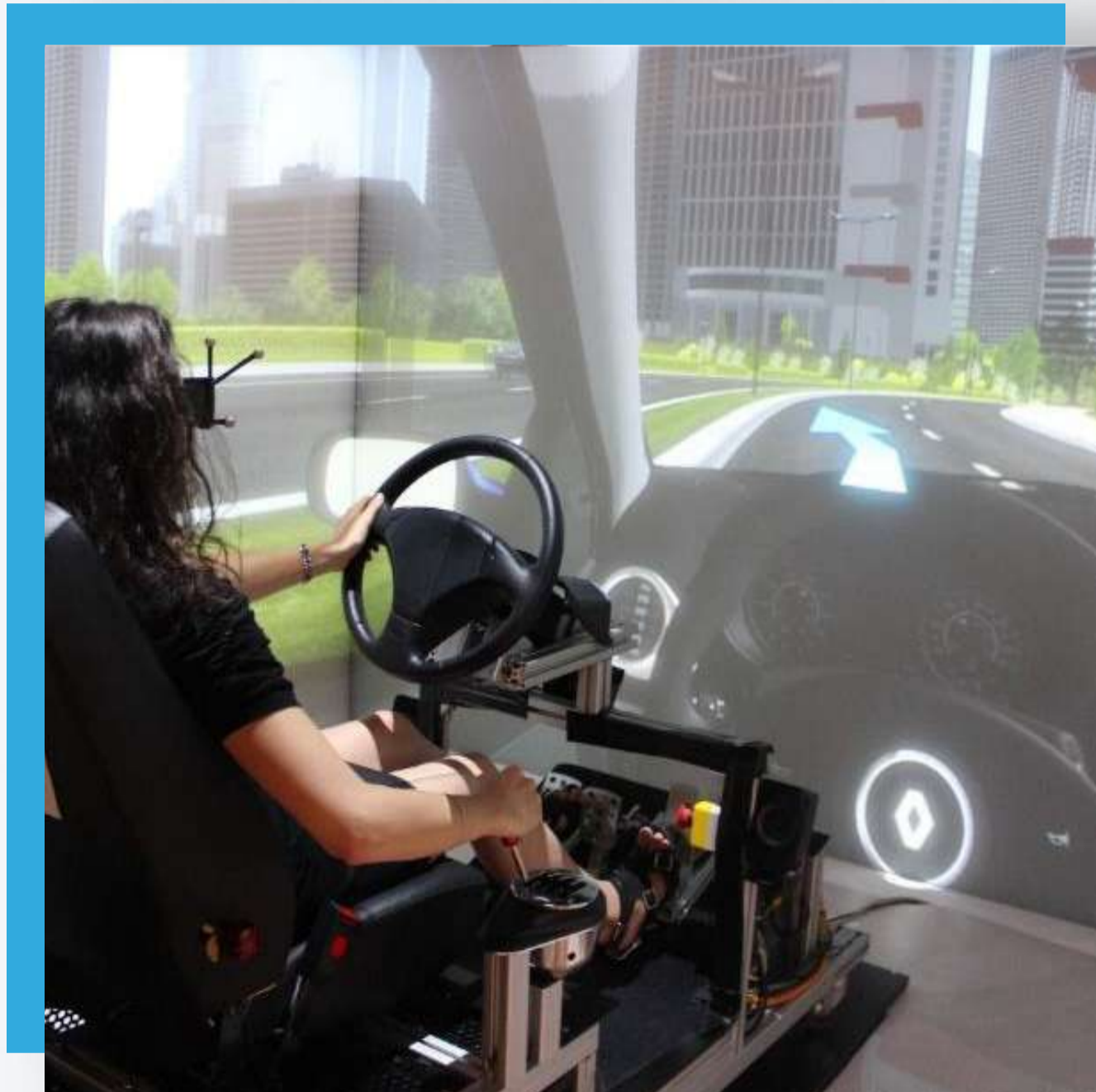
If you've ever had an experience of buying a new car, you've definitely visited a dealership to test-drive it. However, you hardly had a chance to review a car with the exact set of characteristics you consider purchasing.

Official car dealers usually have few available car models. So, you rarely can see how your future car will look like in a certain color in reality until you get it.

That's why dealers often offer online configurators that allow clients to customize the model on the website and see a flat image of how this car will look like in reality. However, 2D images provide a low level of realism.

Using VR, clients can customize any car model the way they're going to purchase it. Using a VR Headset and a haptic device, they will be able to virtually open a car door and get into the driver seat. VR eliminates the need for renting larger areas and placing many cars in dealerships. Virtual showrooms can be easily and quickly implemented regardless of the size of a building a dealer rents.





VR Car Driving Simulation

A virtual car driving simulation gives you the experience of driving a real car, but virtually.

It exposes you to the different features of the car including engine, dashboard, navigation panel, gears, built-in screens and more.

This technology can help customers test drive the cars of their choice while sitting in the exact same seat. A Motion simulation seat also allows the user to experience the real movements and vibrations as they would experience in a real car.

AR Car Showcase

An AR powered mobile application can give prospective customers a fresh look at the car with fantastic new ways to interact with and explore from the comfort of their homes.

By scanning an ad with the AR app, a highly detailed 3D model of the car will appear on top of the ad.

The customer can then choose a different color, choose different alloy wheels, and explore various features of the car by interacting with the AR app.





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