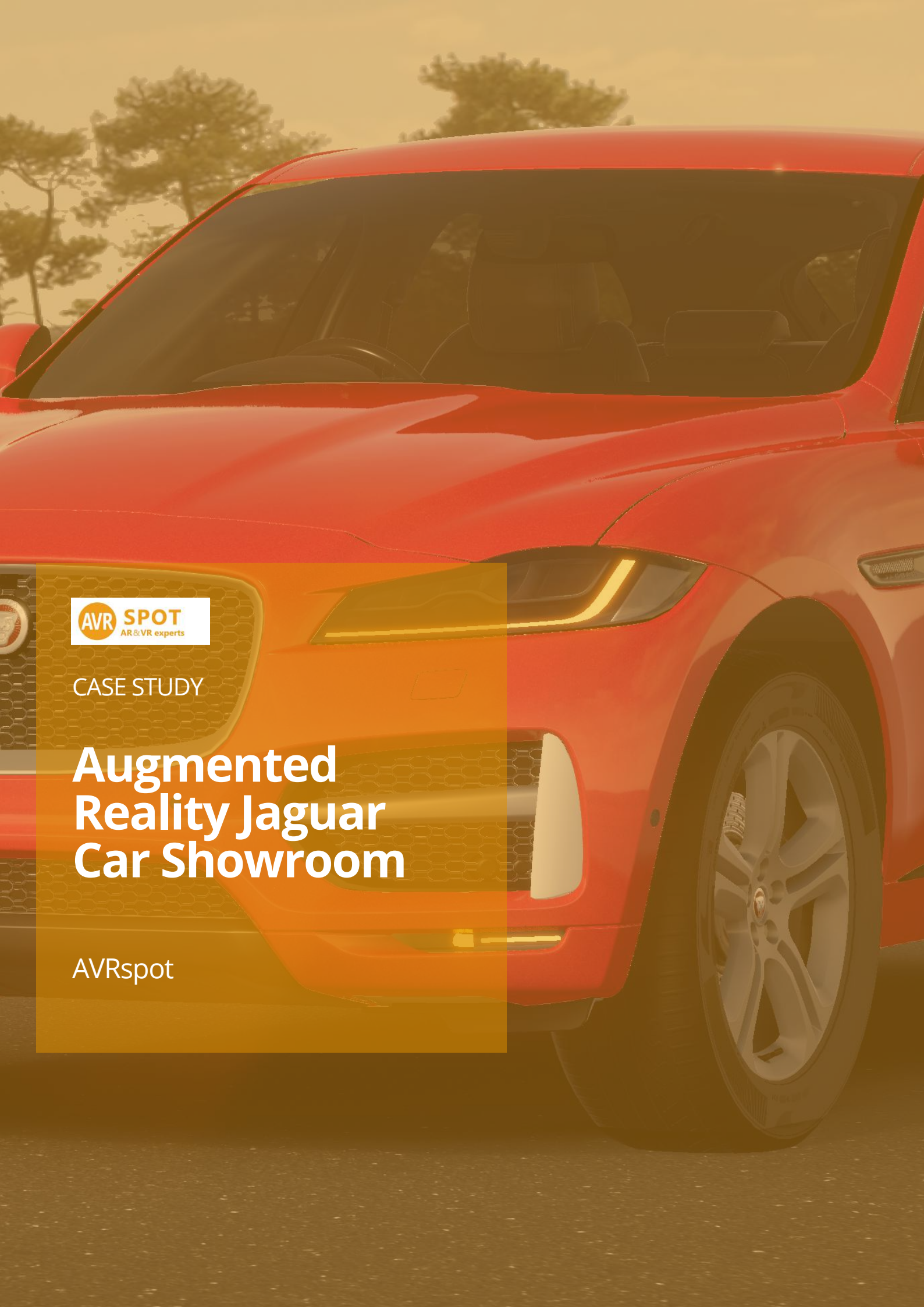
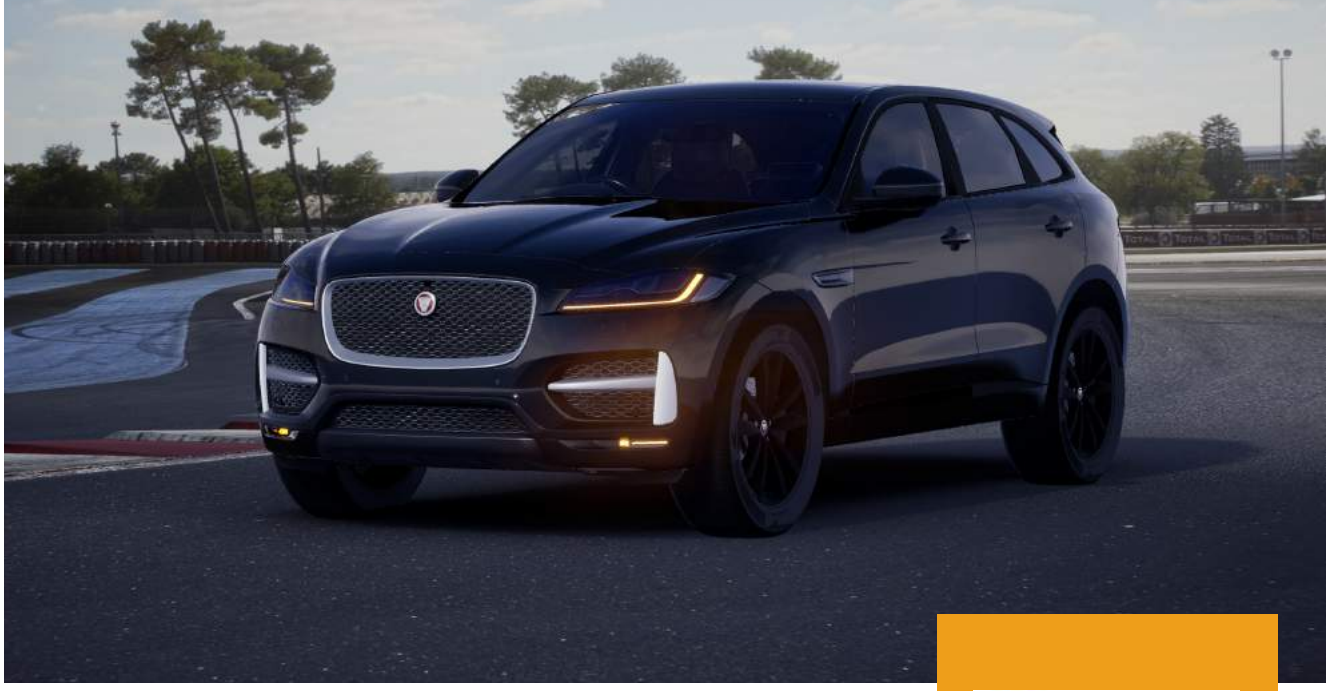


CASE STUDY

Augmented Reality Jaguar Car Showroom

AVRspot



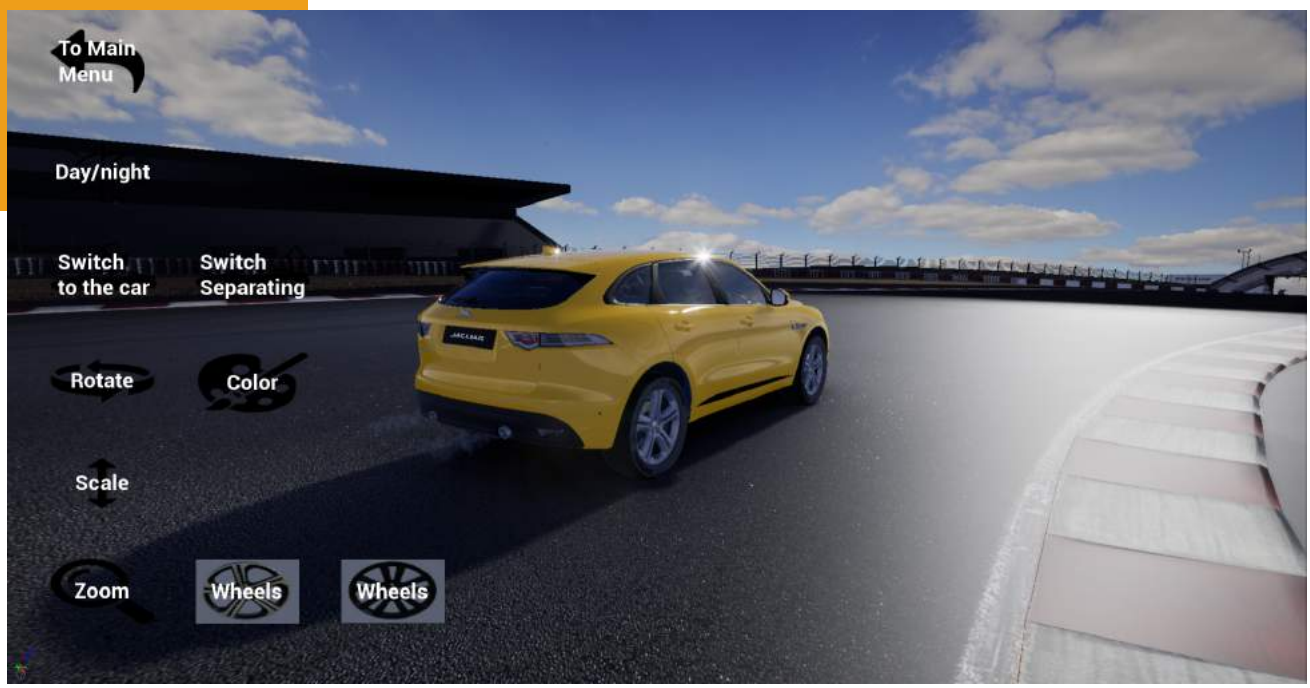
Background

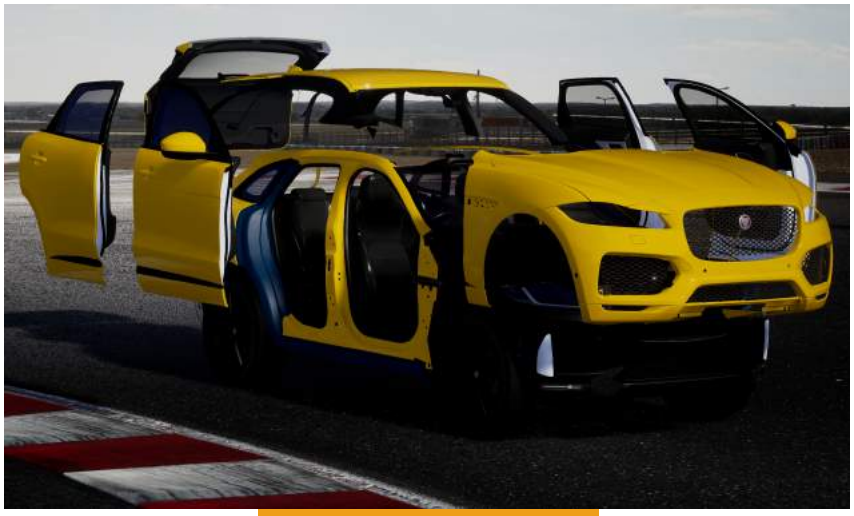
AR Jaguar Car Showroom is an augmented reality app for iOS and Android platforms that recreates the lifelike experience of examining a real-sized luxury vehicle in any location, providing users a unique chance to check out the desired car without visiting a salon.

Developed as a showcase solution it allows car brands to demonstrate autos to their clients all over the world.

AR Jaguar app has been created by AVRspot and Polygon CGI.

Polygon CGI.





Challenge

AR Jaguar Car Showroom would provide a highly realistic visualization of the luxury vehicle, bringing the automotive showroom on a platter to the customer. The virtual experience would resemble the real-life situation — users would be able to rotate, move, enter inside and even divide it into parts. By entering inside, potential car owners would see if the car they planned to buy would be convenient to drive.

Clients would use iOS or Android device and hold it in front of an area they want to see a vehicle in. By picking a location, customers will be able to place a car and look inside.

Scope of Service:

- App design;
- Architecture development;
- Quality Assurance.

Tools and Technologies:

- Unreal Engine;
- ARkit;
- ARcore.

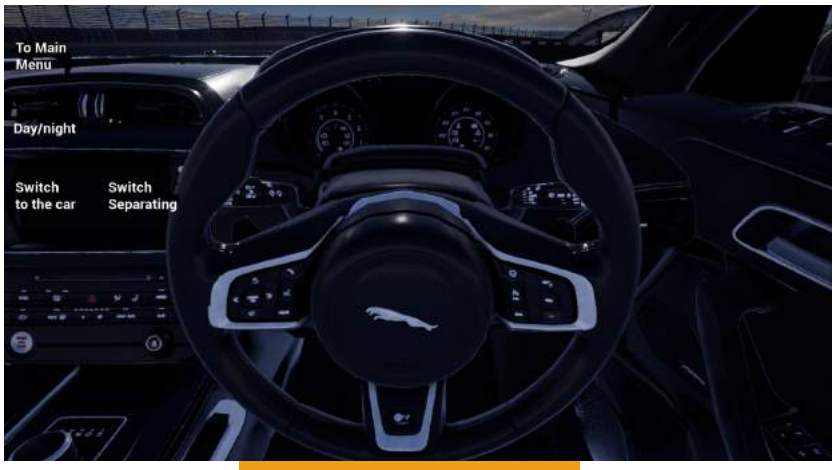
Platforms:

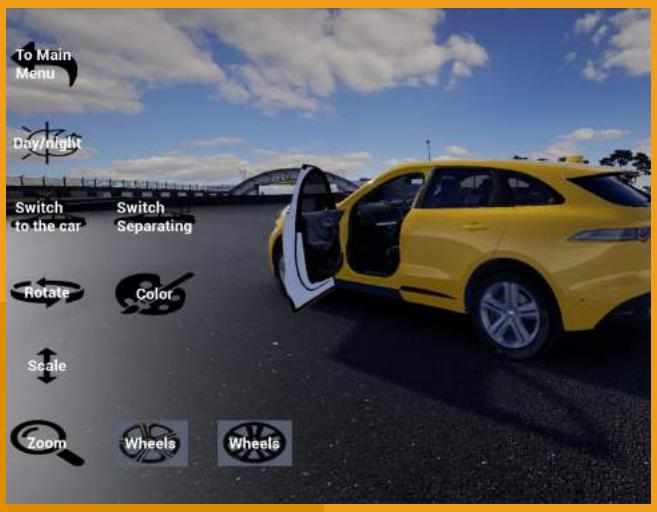
- Android;
- iOS.

Solution

AVRspot came up with an idea to implement augmented reality car that will allow people to check out vehicles in real time.

The application enables an easy and fast experience thanks to Unreal Engine. The solution can significantly facilitate the marketing campaign or to visualize car models and variants in a different and more effective way.





Customers can hold a phone camera in front of them and visualize a car. With just a few swipes, it is possible to rotate, change the color, scale, zoom, and choose the wheels. The user is able to see in how the car looks inside (steering wheel, rev counter, sat nav, gear level, and other components). Viewers would be able to enjoy a 3D walk around the car and observe its features which are possible only with real objects.

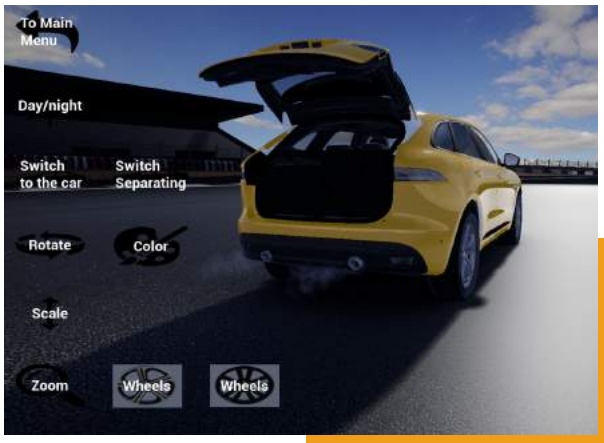
In addition, users can see the car in motion just by using joysticks at the bottom of a screen.

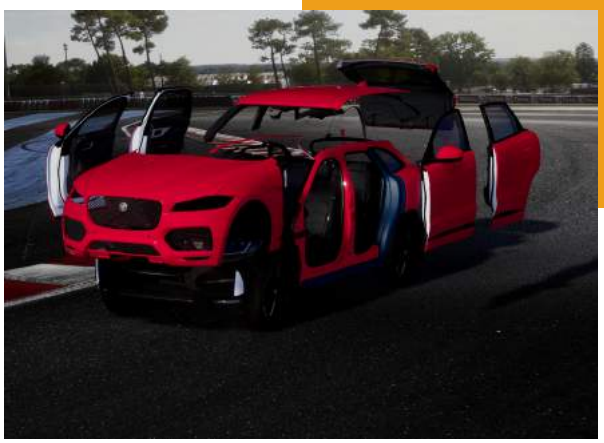
How we did it

Our team created a Jaguar car model that can be viewed in real space through your smartphone. As soon as the 3D model of the car had been ready, AVRspot proceeded with Unreal Engine development and configuration.

Afterward, we added mobile touches as well as a menu. Next, we implemented AR mode with ARkit and ARcore, so that user could use the app in augmented reality. We also enabled car movement, that works by emitting rays and detecting a distance from a surface to tyres.

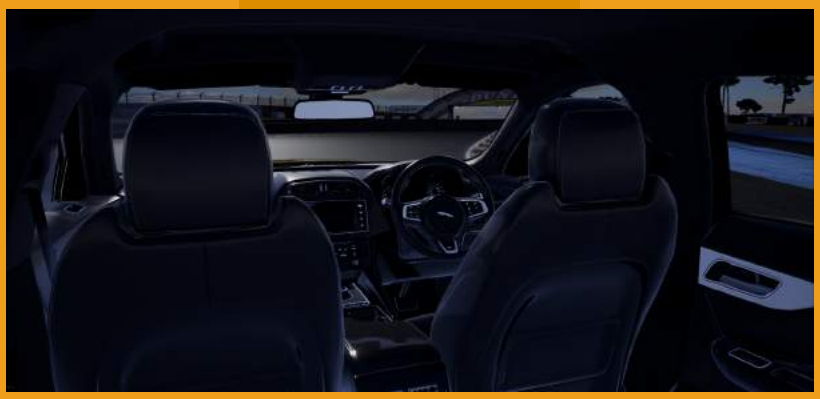
Later we proceeded with customization and implemented systems that change rims and allow changing car color by switching options. By clicking on ‘switch separating’ users can see car details. The development process is still in progress and our team continues to add improvements to make an app sleek and user-friendly.

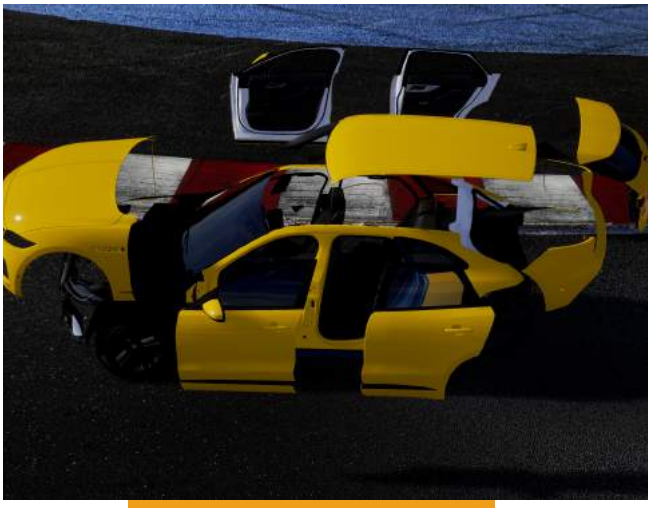




Benefits

- Provides strong values in marketing
- Customers can observe hyper-realistic car models;
- The possibility to place car models anywhere, at any time;
- Possibility to “walk” near a car as if in reality and look inside remotely.





Results

Our highly experienced developers and 3D artists have managed to create an astonishing product that puts an unforgettable AR experience right at user’s fingertips (and straight onto their mobile device) and eliminates the need of the physical presence of a person in a certain place.

About AVRspot

AVRspot helps clients transform their businesses by providing virtual and augmented technology solutions.

We solve sophisticated issues with creative strategy and large-scale engineering. By applying design-driven prototyping approach in combination with proven project management techniques our highly qualified team delivers outstanding digital solutions and content to our clients.

Our team of experts provide AR/VR Consulting, Product Design & Implementation, and Usability Testing. Moreover, we have experience in cross-border collaboration and virtual teams.