

TATA ELXSI

engineering creativity

VR BAR

CONFIGURE

DRIVE

TIGOR NEXON
GENEVA EDITION

TATA MOTORS Mixed & Virtual Reality

Adding a new dimension to car marketing at the Geneva Motor Show 2017

Background

Automotive customers today are becoming digital-savvy. Personalized experience, customizable products and better service are critical today for car marketers to drive sales. Mixed and Virtual reality technologies are replacing the conventional showroom experience with an interactive one.

One such brand, which has always been at the forefront of innovation, is Tata Motors – India's largest Automobile Company.

With the aim to help Tata Motors to get closer to their customers, Tata Elxsi collaborated with the automotive giant to showcase its latest vehicles at the Geneva Motor Show by using futuristic technologies like MR and VR.

Tata Motors showcased their latest vehicles Tata Racemo (India's first connected sports car), Tata Tigor (India's first styleback) and Tata Nexon (Sporty compact SUV) at the Geneva Motor Show 2017.





Objective

The unique MR and VR based digital experiences at the Tata Motors Pavilion had to be developed to enable viewers get a feel of the latest vehicles, understand vehicle features better, enjoy a personalized experience, and get an idea of the different vehicle models and options available.

Scope of Work

- Virtual Reality
- Mixed Reality
- Visualization Apps Development
- Content Creation



VR - Strategy

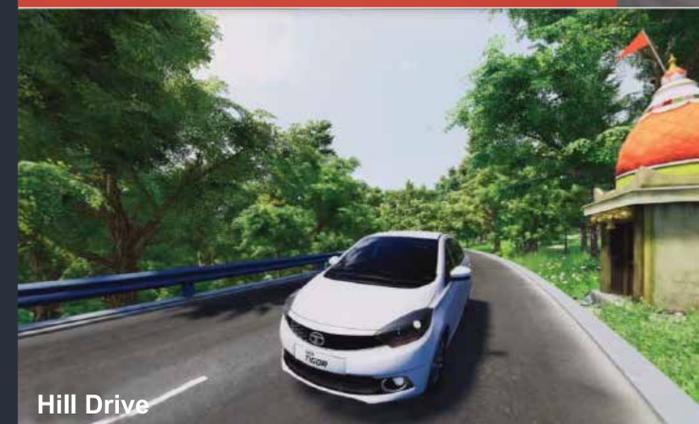
The 'VR Bar' - an immersive virtual reality zone was designed and developed by Tata Elxsi's service design, user experience and content development teams. The aim was to bring alive the product attributes of Tata Tigor and Tata Nexon.

The zones used Oculus hardware and customized software designed by Tata Elxsi. The VR Bar had different phases, which covered the complete experience right from configuring the car, customizing as per specific user requirements and get a virtual drive experience in exotic locations.



Customer Benefit

- Enables quick decision making
- Saves resources and cost



Hill Drive



Paris



Desert Drive

MR - Strategy

We designed and developed a unique Mixed Reality experience using HoloLens for the Racemo car.

It highlighted aspects like design lines, body engineering, other technological advancements of the car in a sophisticated way.



Customer Benefit

- Detailed visualization of different car parts





Impact

Keeping the stringent timelines that we had, our multi-disciplinary teams accomplished in building the MR and VR experiences for a renowned international event like the Geneva Motor Show in just three months.

The project was demonstrated to over **1,500+ viewers** at the Geneva Motor Show.

The Virtual Reality experience developed by Tata Elxsi was quite a highlight and was featured in the **top three Virtual Experiences** in the Geneva Motor Show 2017.

