

## How AR/VR Technologies Influencing the Automotive Industry

by Simran, Accrete Solutions



Reality is three dimensional but how we have been interpreting it is on two-dimensional papers and screens. With the advent of augmented and virtual reality, it is now possible for humans to analyse things three-dimensionally, thereby reducing the human mental and physical effort.

Virtual reality is a technology that can convince human brain to believe that it is somewhere it is not! It is an artificial environment created by a software that can take you to any place and make you feel physically present there. Augmented Reality, on the other hand, is a technology that provides an audio-visual experience and brings a view of the real world in front of you along with the data or information required.

Companies in Automotive Industry are under continual pressure to reduce time-to-market, reduce cost and increase the quality of the product. Given these pressures, Automotive Industry using VR/AR applications across product life cycle – Design, Production to Sales & Marketing.

### Operational Use Cases in Automotive Industry

VR is being used to conduct security trials of vehicles by creating an artificial environment for stimulation. This saves time and effort to conduct the actual tests. Volvo, Ford, and Hyundai are utilizing VR to enhance their sales, marketing and designing process.

Ford, for example, is making use of Holo Lens to combine the old and new designs which save time and allows designers to experiment quickly. Ford has been utilizing VR since 2001. Ford developed FIVE (Ford Immersive Vehicle Environment) system which deciphers designs into virtual cars. With the help of this technology,

Ford allows designers to collaborate with each other sitting in different countries. The engineers at Ford can inspect car components down to the smallest level using extremely high-resolution models. Moray Callum, VP for Design at Ford, recently said, “Microsoft Holo Lens is a powerful tool for designers as we continue to reimagine vehicles & mobility experiences in fast-changing times.” Hyundai rolled out an augmented reality tool to dealerships across Australia to help sales staff demonstrate the features of its new ‘Reinvented i30’ hatchback. “As a brand, we are constantly looking for innovative ways to improve customers experience within the dealership environment. This app gives dealers the ability to demonstrate key features of the car that would be otherwise difficult to showcase within the showroom environment, particularly, without holding extensive inventory,” said Hyundai product marketing manager Nick Cook.

### Empower Sales & Marketing to Boost Customer Experience

The automotive industry is growing its branches in Virtual and Augmented Reality at a rapid rate. AR and VR are bringing showrooms to customers when they might be sitting at home, providing interesting training sessions for employees and visualizing concepts for engineers.

With VR and AR, the marketing and sales of an automotive company can be taken to another level. If a customer wants to see a car in a colour and some modifications but is not available in the showroom, these technologies can bring what he wants right there. With virtual reality, a person can see how a different paint colour looks of his dream car. Augmented reality can make the customer experience how the car is going to look like after being customized. And this is not just the case of cars but is possible for all vehicles. It increases customer satisfaction as they get a chance to be more confident about their product choices and their decision making. Though these technologies are still in their infancy progress concerning the same is being made like a natural growth curve (exponentially).

### Conclusion

The AR & VR technologies are making their way efficiently in the automobile industry. These technologies, with more development, can take on the throne in the coming years. Hence, several automotive companies are currently investing in the development and implementation of VR/AR products.

For all enquiries please contact at : [corp@accretesol.com](mailto:corp@accretesol.com) , Tel : +1(877)-849-5838

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**USA**  
Head Office  
3350 Scott Blvd, Bldg 34  
Santa Clara, CA 95054

**South Africa**  
609 Lanseria Corporate Estate,  
Falcon Lane, Lanseria,  
Gauteng

**Chile**  
Galvarino Gallardo 1638,  
Providencia,  
Santiago

**India**  
Development Centre  
102A, HARTRON, Electronics City,  
Gurgaon