AUDI‘S DRIVE FOR
THE BEST CONFIGURATOR ON THE INTERNET

Thomas Orenz, Team Leader Virtual Reality and Sales Content, Audi AG
François de Bodinat, CMO ZeroLight

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Trends

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re:Invent

3
Challenge

4
Next?

dealerships go digital | the journey is online | customers expect more

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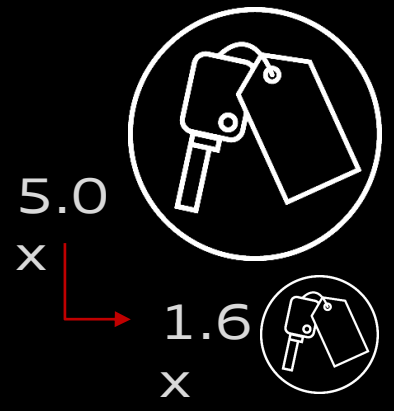
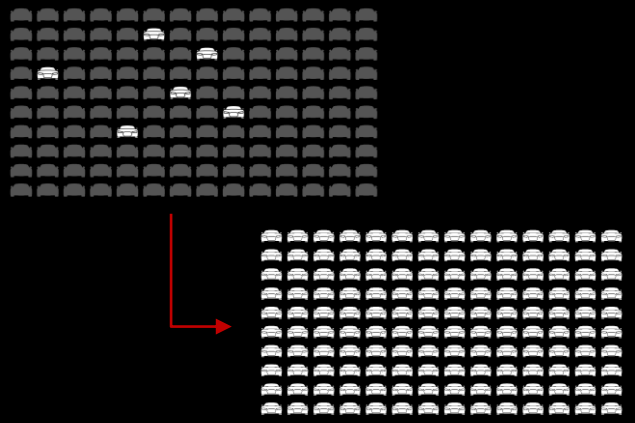
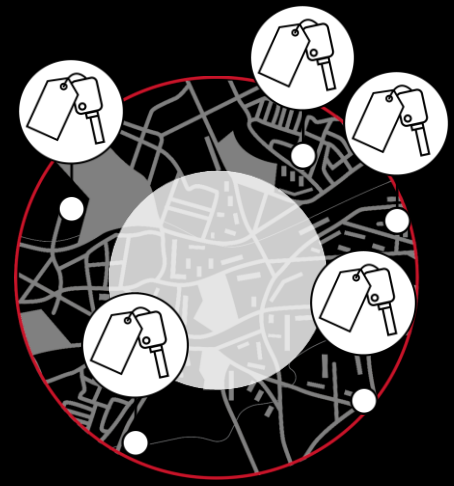


dealership visits



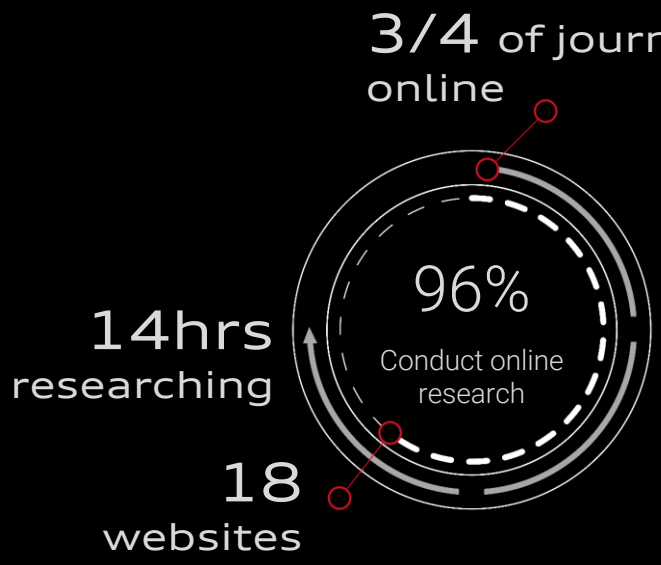
personalization



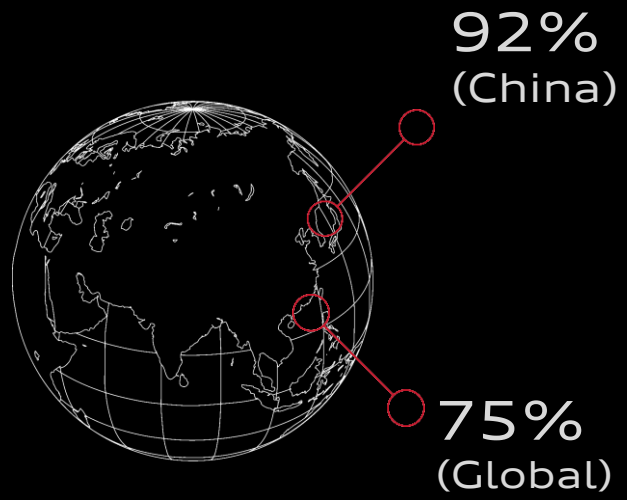
digital stores

**McKinsey, reported in the Economist*

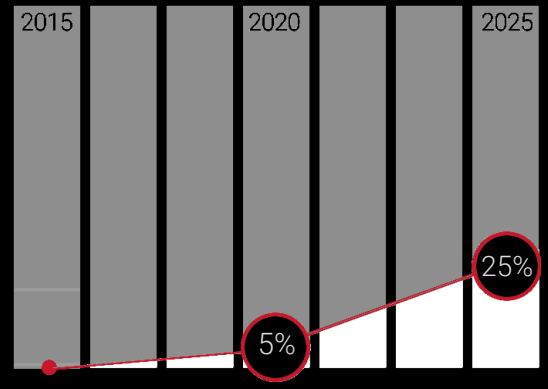
dealerships go digital | **the journey is online** | customers expect more



online search



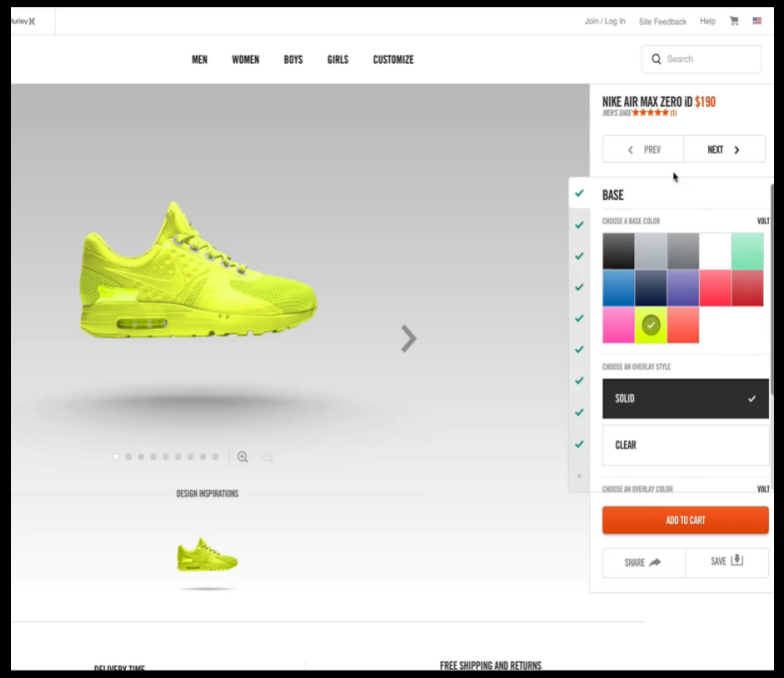
willingness to buy online



online car sales

**JD Power, Analog Folk, Accenture, Financial Times*

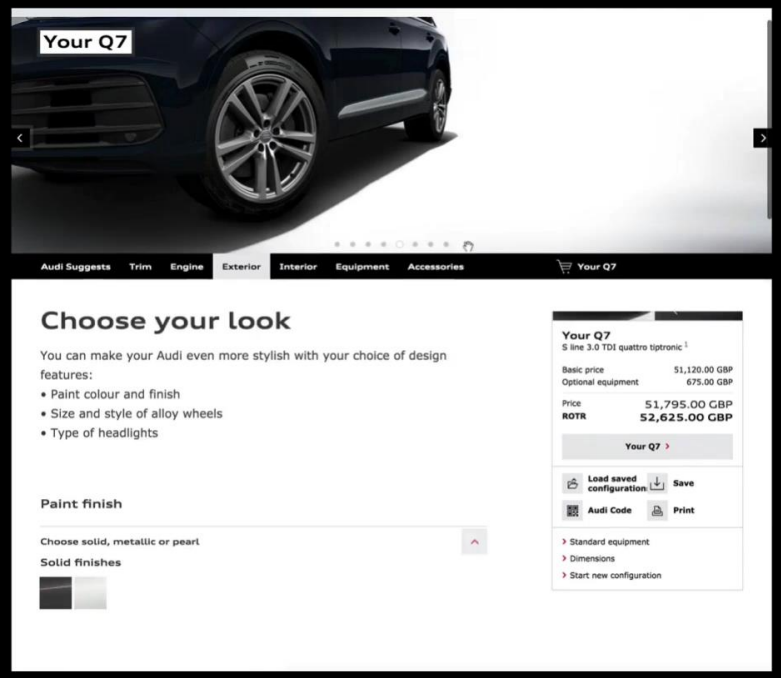
dealerships go digital | the journey is online | customers expect more



visualisation is a given

"Give your customers an Experience, not just a Product."

experience is key



...and yet, basic experience

*Inc.com, Auto News

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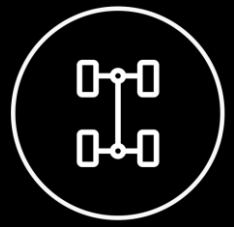
static images



limited views

single background

limited configurations

lights turned off

no control

animated car

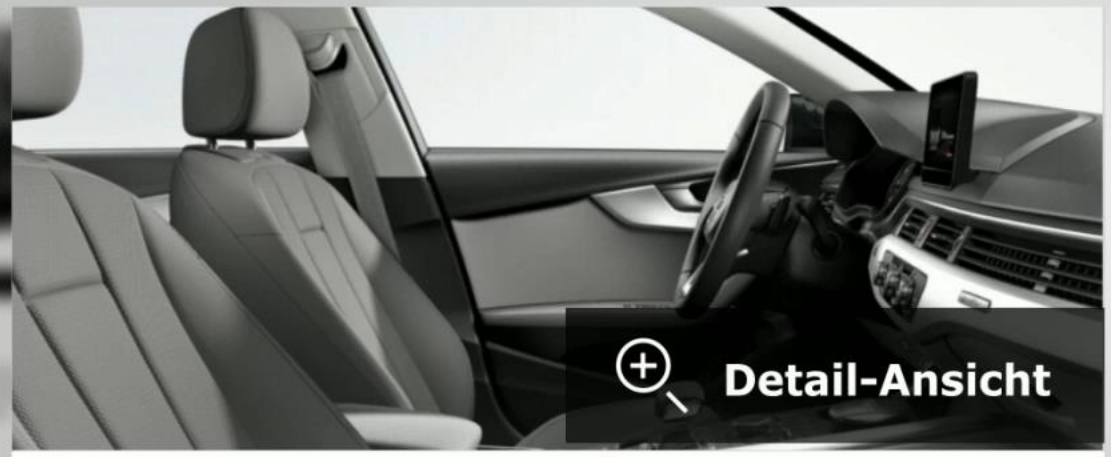
freedom of views

multiple backgrounds

all cars, all options

lights turned on

customer drives



17"

Aluminium-Gussräder im Vielspeichen-Design, Größe 7,5 J x 17, mit Reifen 225/55 R17
Serie

18"

ab 1.600,00 EUR

19"

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This Is The Best Car Configurator On The Internet

Andrew P Collins
4/15/16 5:20pm · Filed to: HOW YOU'D SPEC IT

28.6K 63 7

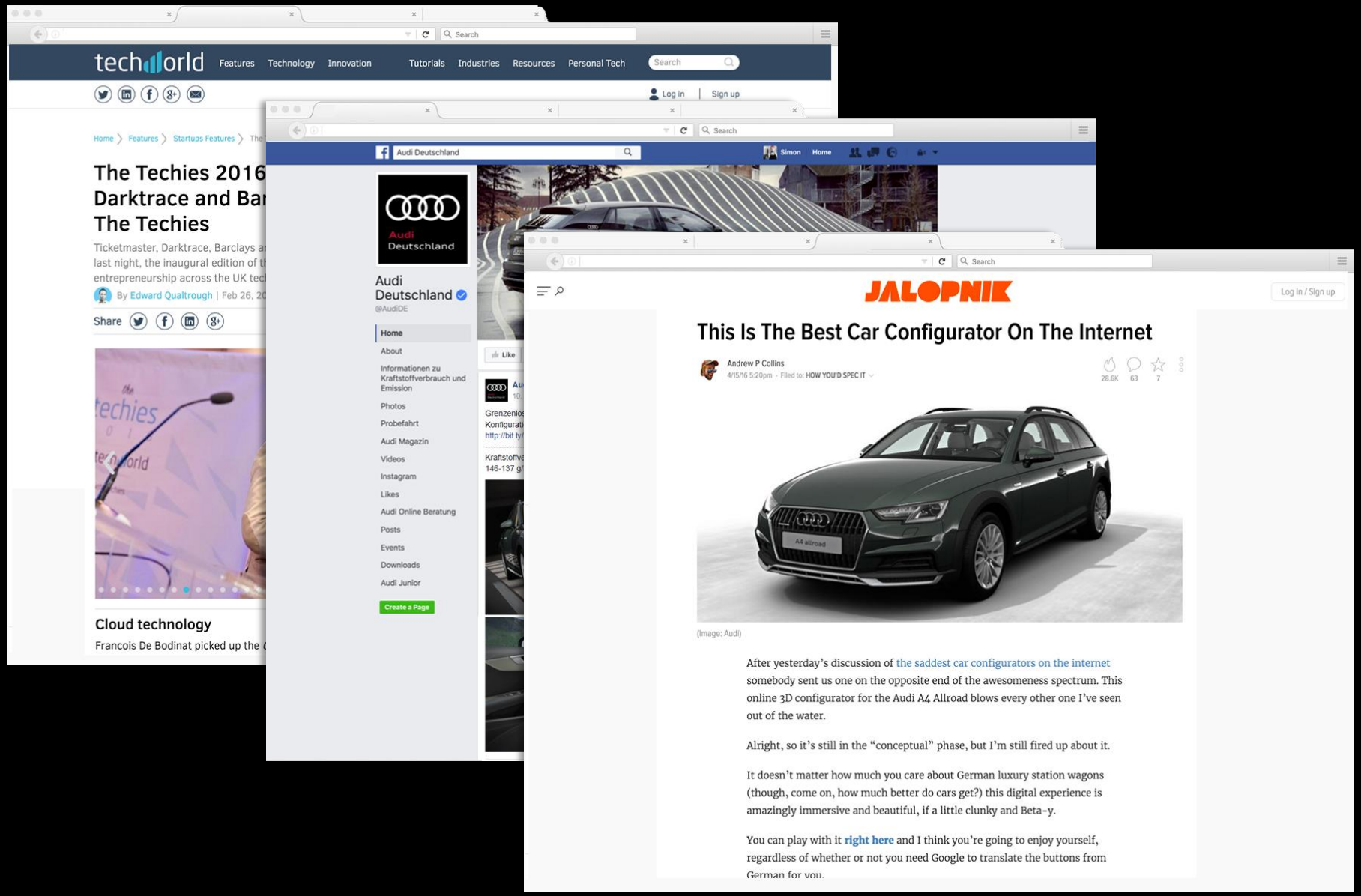
(Image: Audi)

After yesterday's discussion of the saddest car configurators on the internet somebody sent us one on the opposite end of the awesomeness spectrum. This online 3D configurator for the Audi A4 Allroad blows every other one I've seen out of the water.

Alright, so it's still in the "conceptual" phase, but I'm still fired up about it.

It doesn't matter how much you care about German luxury station wagons (though, come on, how much better do cars get?) this digital experience is amazingly immersive and beautiful, if a little clunky and Beta-y.

You can play with it **right here** and I think you're going to enjoy yourself, regardless of whether or not you need Google to translate the buttons from German for you.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A4 allroad
(Image: Audi)
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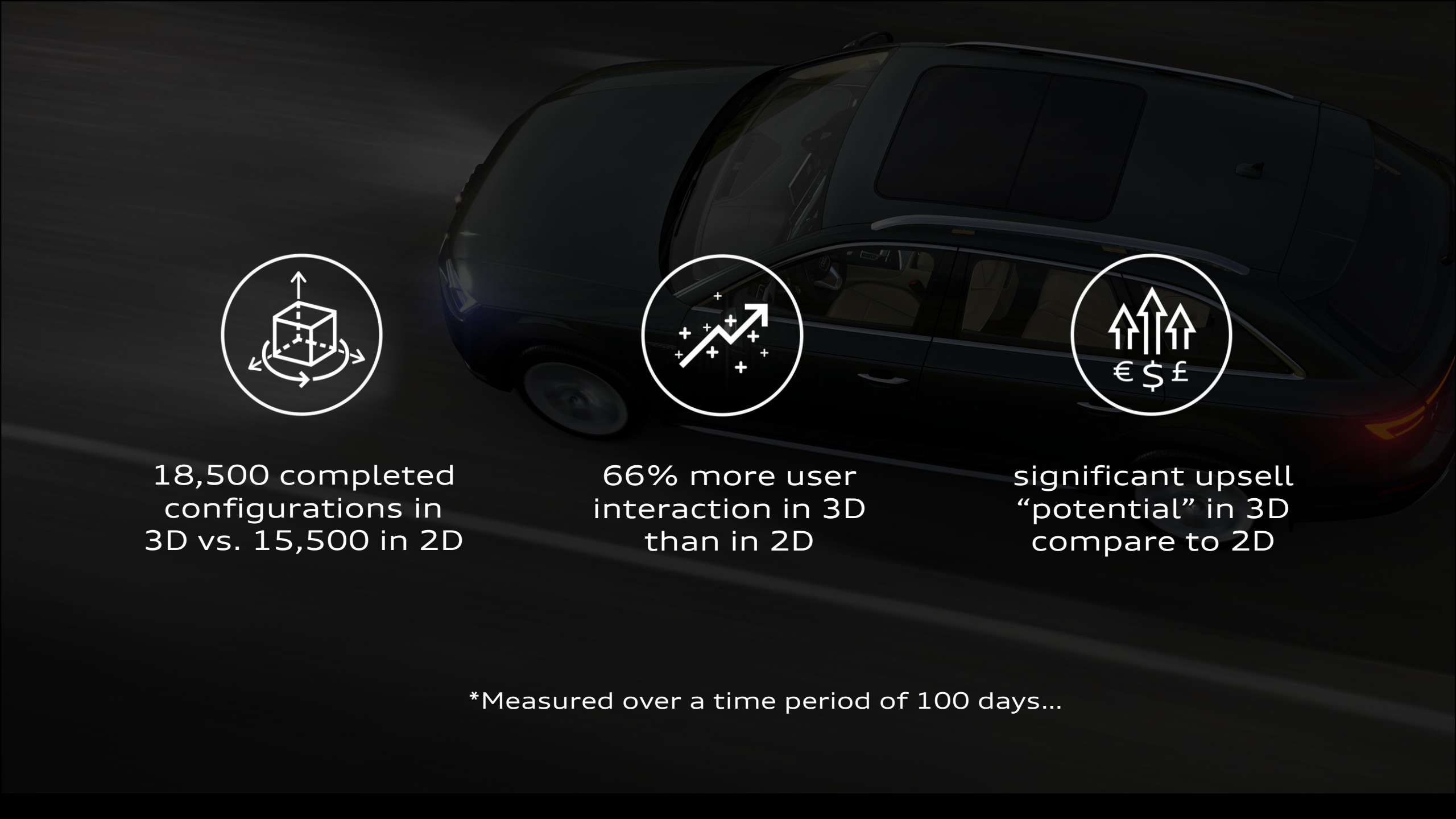
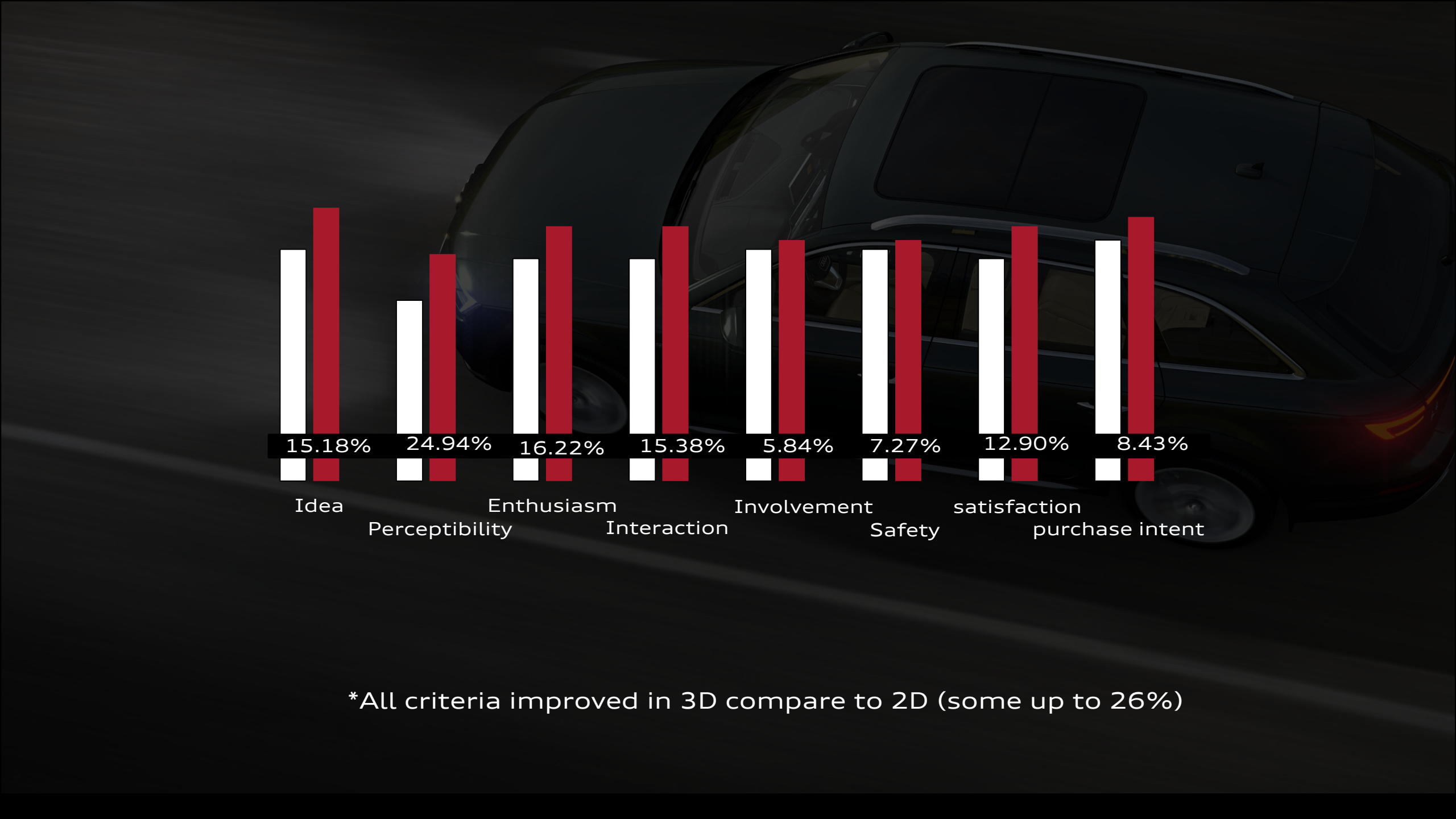


18,500 completed configurations in 3D vs. 15,500 in 2D

66% more user interaction in 3D than in 2D

significant upsell “potential” in 3D compare to 2D

*Measured over a time period of 100 days...



*All criteria improved in 3D compare to 2D (some up to 26%)

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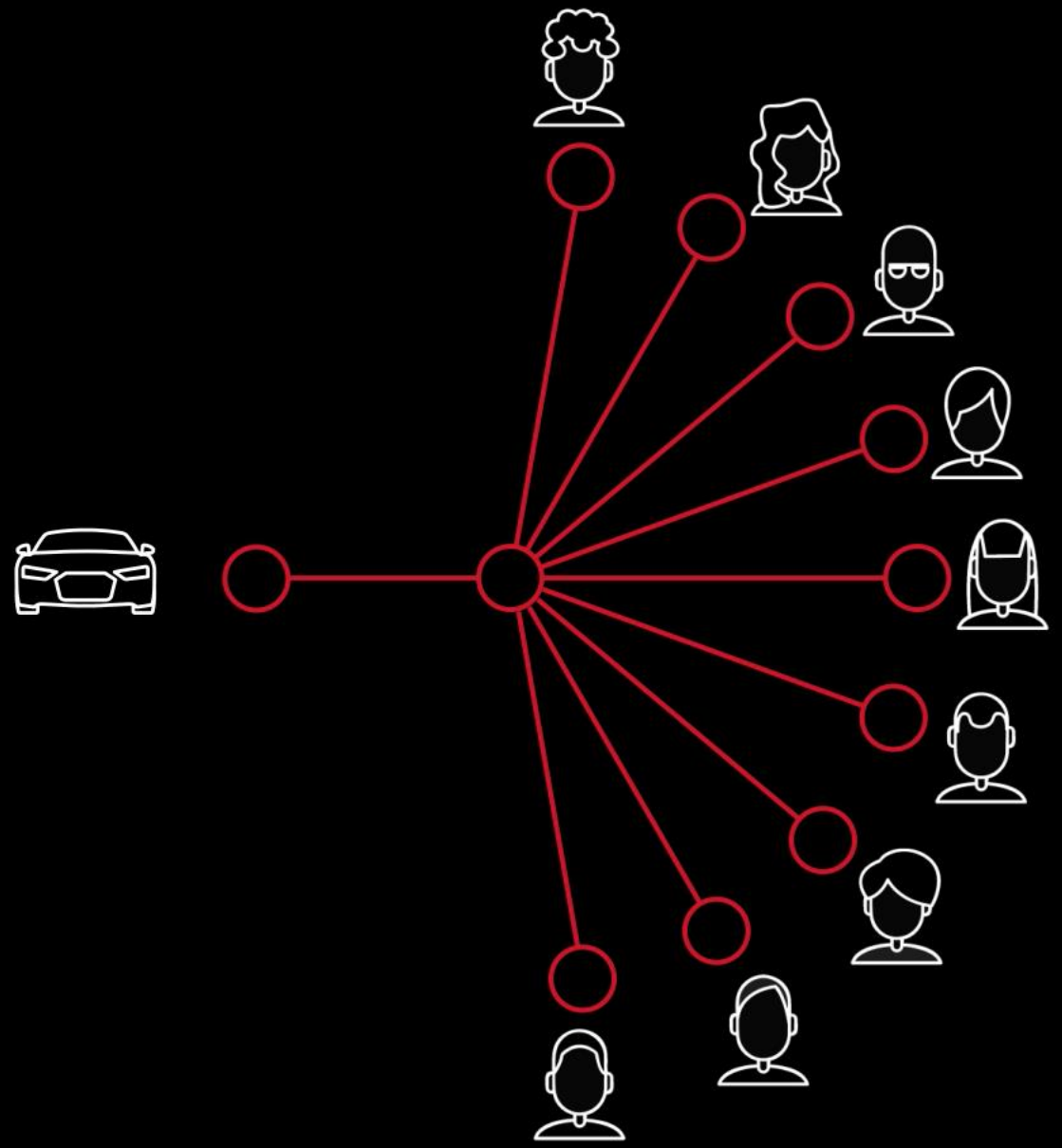
5m
HMD



Low-Latency

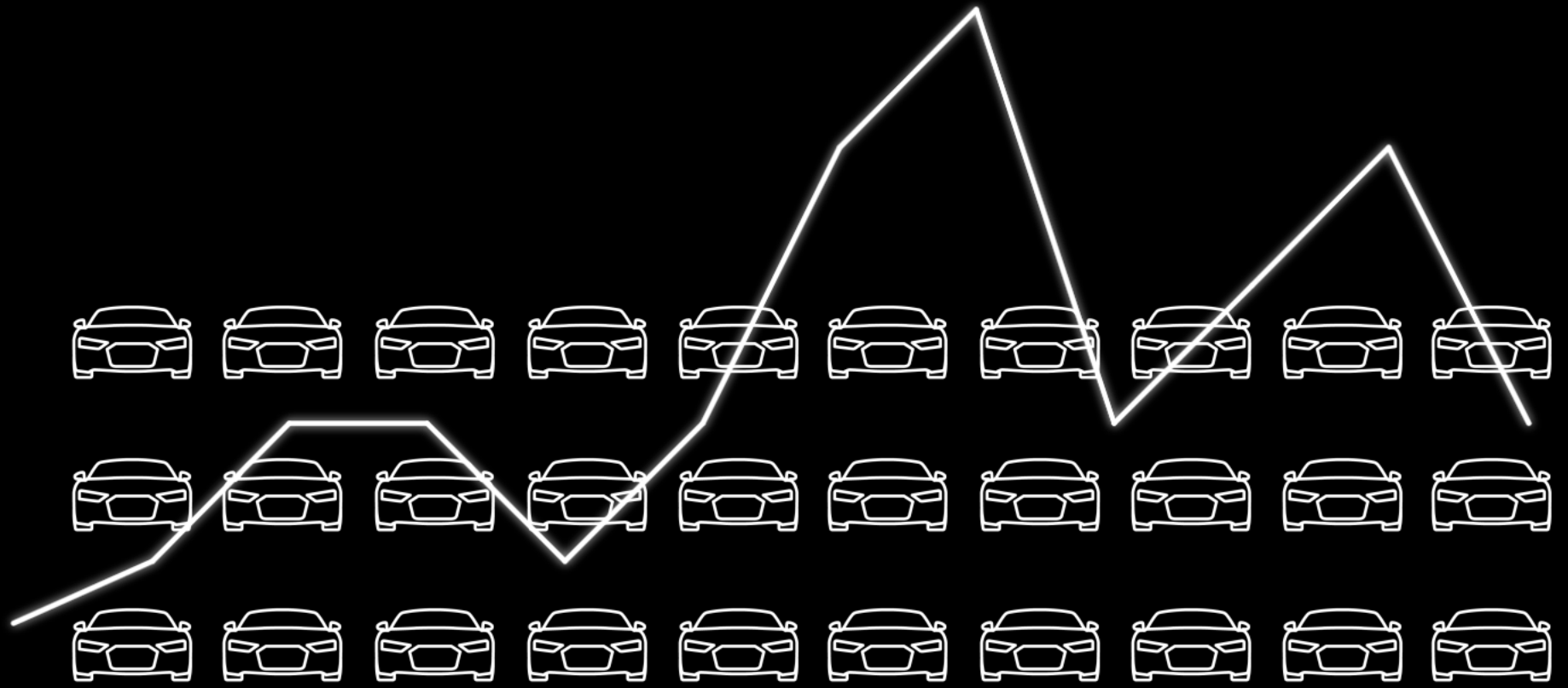
Plugin Free

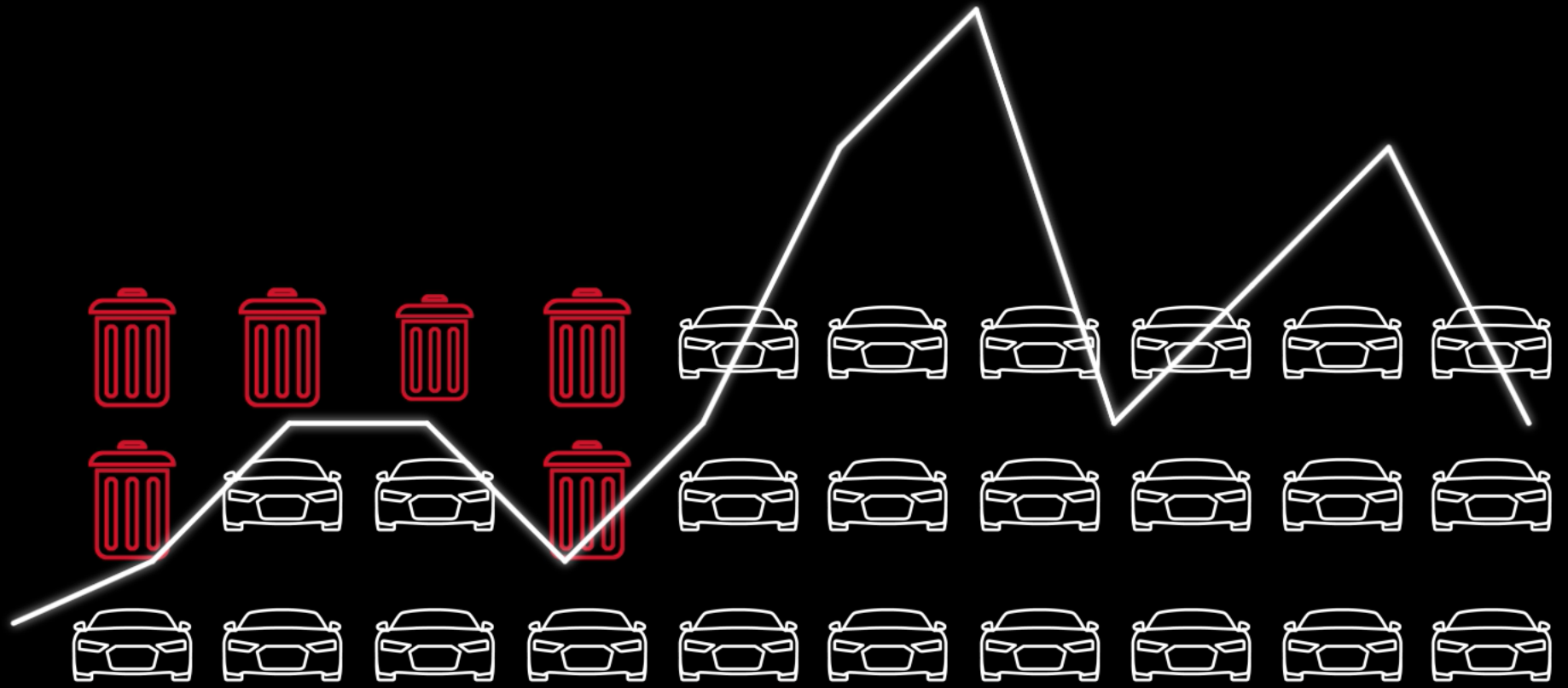
5M Polygons Car

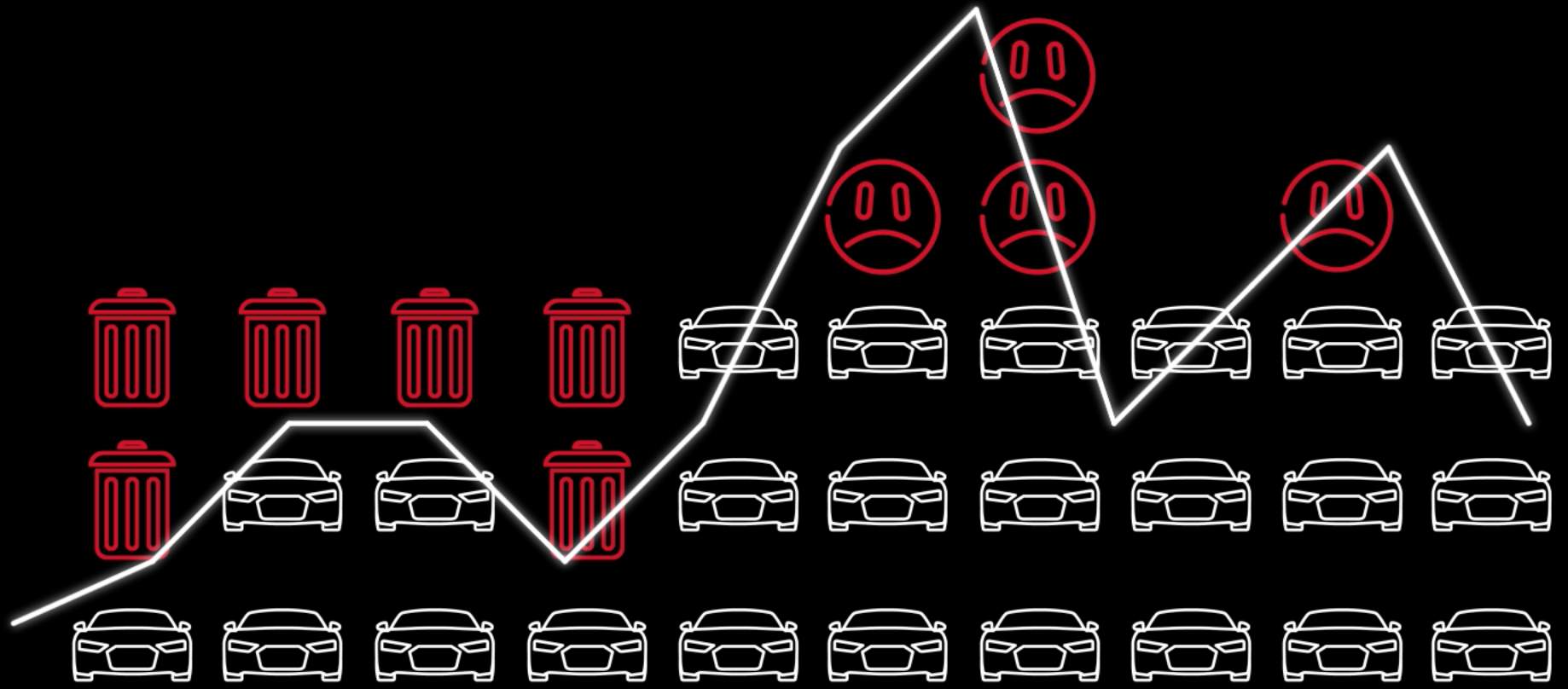
All Devices

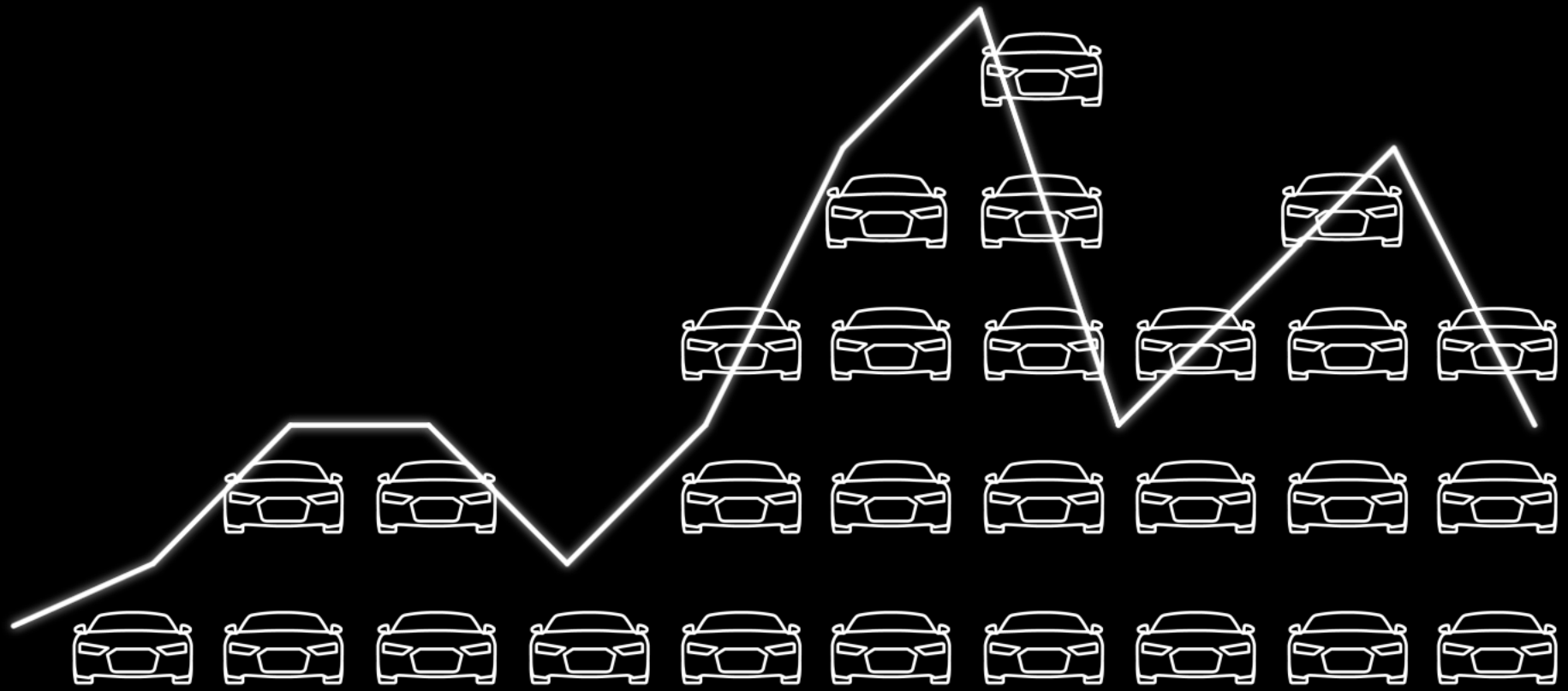
All Bandwidths

Different Transports









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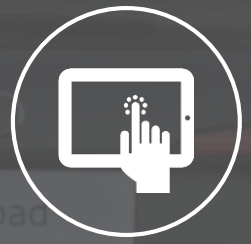
pure UX



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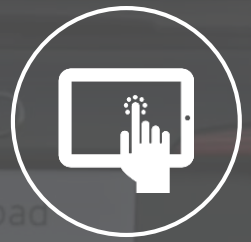
WELCOME
Thomas ORENZ

pure UX



personalization

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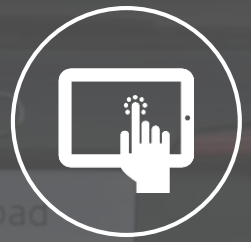
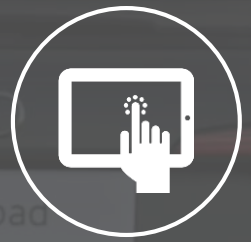
pure UX



personalization

home VR

pure UX



personalization

home VR

motion driving

R8 V10

Thank You!

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