

Mixed and Virtual Reality Experience for Tata Motors

Virtual Car Configurator & Drive



TATA MOTORS

BACKGROUND AND CHALLENGE

Tata Elxsi collaborated with Tata Motors to get closer to its customers by helping it 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 style back), and Tata Nexon (Sporty compact SUV) at the Geneva Motor Show 2017.

The unique MR and VR-based digital experience were developed to enable viewers to get a feel of the latest vehicles, understand vehicle features better, enjoy a personalized driving experience and get an idea of the different vehicle models and options available.

SCOPE OF WORK

- VR Experience
- Mixed Reality
- Visualization Apps Development
- Content Creation



SOLUTION

- The application presented details and drivability features of the cars using Oculus HMD-based virtual reality.
- VR Bar – an immersive virtual reality zone was developed where users can configure colors, tire rims, and exterior/interior trims and experience the features of Tata Tigor and Tata Nexon cars.
- The user could also enjoy a virtual drive through three environments - Hill, Desert, and Paris.
- A unique Mixed Reality experience using HoloLens was also developed for the Racemo car. It highlighted aspects like design lines, body engineering, and other technological advancements of the car in a sophisticated way.
- Unity engine was used for developing this experience.

IMPACT

- The VR Experience was showcased at the Geneva Motor Show 2017 and was shown to over 1,500 viewers.
- The VR experience also featured in the top three experiences at the motor show that year.