

IN-STORE

Land Rover offers augmented reality preview of new car

December 12, 2014



Durovis Dive headset for Land Rover

By NANCY BUCKLEY

British automaker Jaguar Land Rover is unveiling a new way to launch an upcoming vehicle through augmented reality technology that allows consumers to experience the model prior to its release date.

Sign up now

Luxury Daily

This initiative will be in the 117 Land Rover retailers in the United Kingdom and will allow consumers to see the new car prior to its Jan. 22 release. The technology requires consumers to wear a headset that creates three dimensional view of the New Discovery Sport, which allows consumers to have an insight to the new product and also builds the anticipation for Land Rover.

"The preview basically presents a preview," said Paula Rosenblum, managing partner at [RSR Research](#), Miami. "I know that sounds silly but it's way better than visual photographs on the track which is typically how new vehicles are revealed. I think it's an excellent idea, and it appeals to the fun aspect of the car. Great idea!"

Ms. Rosenblum is not affiliated with Jaguar Land Rover, but agreed to comment as an industry expert.

Jaguar Land Rover was unable to comment by press deadline.

The new showroom

When consumers enter a showroom, other Land Rover vehicles will be on display and next to them will be an activation marker on the ground, in place of the New Discover Sport.



Activation marker

The consumer will be asked to put on the Durovis Drive headset that is preloaded with an iPhone 5 with the application that activates the head set. Once on, the activation box transforms into a 3D version of the vehicle.

Consumers will be able to see the car as if it were right in front of them. They will be encouraged to walk around it and look inside at the features present.



Inside the car

Those who are unsure about waiting for the Jan. 22 release date will be able to witness the vehicle on their own and see what they might be waiting for.

In a branded statement, Laura Schwab, Jaguar Land Rover U.K. marketing director said, "We wanted to bring the new Discovery Sport to life between the global announcement and vehicles arriving in show rooms. We have received a huge amount of interest from customers through our retailers across the country, and this will give an exciting

immersive experience, beyond that of a traditional online configurator or sales brochure."

Technology takeover

Other automakers have implemented augmented reality into its marketing strategies.

For example, German automaker Audi has teamed up with Metaio to create an augmented reality mobile application that can recognize and expound upon over 300 elements of the A3 model to allow for a deeper and accessible understanding of the vehicle.

The A3 eKurzinfor app identifies facets of the A3 vehicle from the windshield wiper's insignia to engine components and gives how-to information or virtual maintenance tutorials. Providing consumers with an in-depth and responsive app is likely to promote positive, brand experience ([see story](#)).

Also, German automaker Porsche equipped dealers with an augmented reality iPad application for the Porsche Panamera that immersed interested consumers in the vehicle's capabilities.

When hovering the iPad over a vehicle, the app synchronized with markers that lead to stills, text, video and animation to give consumers a full sense of what the vehicle offers. The app coincided with the release of the Panamera in the Middle East, aiming to increase exposure in eight countries ([see story](#)).

Creating new, innovative ways to engage the consumer is important for automakers to stay competitive.

"What a cool idea," Ms. Rosenblum said. "It strikes me as a less "invasive" immersive experience than virtual reality headsets.

"It's basically overcoming the lag time between product introductions and generating excitement around the new model," she said. "Ideally, it ensures that potential customers wait for the new model before selecting their next vehicle."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/GKi6g3hU2aQ](https://www.youtube.com/embed/GKi6g3hU2aQ)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.