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Dominator looks into future with virtual reality yacht

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Dominator virtual reality pod

By NANCY BUCKLEY

Italian yacht maker Dominator International is providing visitors at the Dubai Boat Show a unique teaser of its highly anticipated 87-foot, hybrid D26 Ilumen with a virtual reality experience.

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The initiative launched this year at the Düsseldorf Boat Show and the Miami Boat Show, and Dominator is bringing virtual reality to the Middle East with the Ilumen's digital experience. Virtual reality matches the futuristic twist of the innovative yacht and will give a greater incentive for potential buyers to purchase prior to the expected completion in 2016.

“It's all about delivering the unexpected,” said Larry Gulko, founder of [TechnoHome](#), New York.

“What Dominator is doing is what leading brands do - they're bold and embrace disruptive innovation in their marketing strategy to capture mindshare which translates into driving marketshare,” he said.

“This phenomenal, truly game-changing consumer experience enables Dominator to

break through the marketing clutter in their competitive landscape. Most importantly, the first in the consumer's mind wins. Their signature innovation to engage the customer in a way never seen before will pay huge dividends in terms of demand, loyalty, and growth.”

Mr. Gulko is not affiliated with Dominator, but agreed to comment as an industry expert.

Dominator was unable to respond by press deadline.

Changing reality

Dominator used the carbon fibre that Ilumen will be created from to developed a pod that encases the user. The base of the pod contains a touch sensitive pad which detects the movement of the user's feet.

When the consumer places the virtual reality headset on and moves their feet, they can walk through the yacht. By moving one's head or feet in any direction, the viewer will see all the aspects of the interior and exterior of the yacht, as if they were on the boat.



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Ilumen

The consumer is also given a joystick to select and change features on the yacht. If the user wants a different color, material or texture, a Dominator team member outside the experience will change it for them.

Allowing the consumer to change the flooring or the marble color in the bathroom integrates personalized luxury and technology.



Virtual reality experience

Within the experience, guests can open and close the yacht's moon roof in the owner's suite and see the retractable roof on the flybridge.

In a branded statement, Alex Langhein, CEO of Dominator International said, "We are currently in the build process for the first Ilumen and those customers who have met with us at the shipyard and placed orders have been blown away with the presentations we have given them on the design and technical details."

Is it real?

Virtual reality has been seen by luxury car brands to demonstrate their latest models.

For example, Toyota Corp. automaker Lexus generated interest in the 2015 Lexus RC F with a motion-controlled driving simulator.

Interested consumers could receive an authentic sense of the model, while also engaging with Oculus Rift technology for perhaps the first time. As virtual reality technology becomes more widespread, automakers will likely implement the technology in showrooms and dealers everywhere ([see story](#)).

Similarly, British automaker Jaguar Land Rover unveiled a new way to launch an upcoming vehicle through augmented reality technology that allowed consumers to experience the model prior to its release date.

This initiative in the 117 Land Rover retailers in the United Kingdom and allowed

consumers to see the new car prior to its Jan. 22 release. The technology required consumers to wear a headset that creates three dimensional view of the New Discovery Sport, which allowed consumers to have an insight to the new product and also built anticipation for Land Rover ([see story](#)).

Creating an experience that stands out from competitors and will resonate with consumers because of its uniqueness is the ideal campaign for most luxury brands.

“It delivers a phenomenal experience,” Mr. Gulko said. “And, the sum of a consumer's experience creates the brand. Dominator engages the consumer in a way never expected.

“To be able to emotionally connect with the consumer in a virtual, meaningful and relevant way only enhances the consumer's perception of the brand and the brand's overall persona,” he said. “One can only imagine that the same innovation and amazing experienced delivered virtually reflects the "minds and innovation" that's built into every inch of the product.

"As Ralph Waldo Emerson stated, 'Do not go where the path may lead; go instead where there is no path and leave a trail.' Dominator is leaving a trail.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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