

AUTOMOTIVE

Bentley looks at the big picture with gigapixel image

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Bentley Look Closer image

By STAFF REPORTS

British automaker Bentley is taking a closer look at its Mulsanne model through a photographic experience.

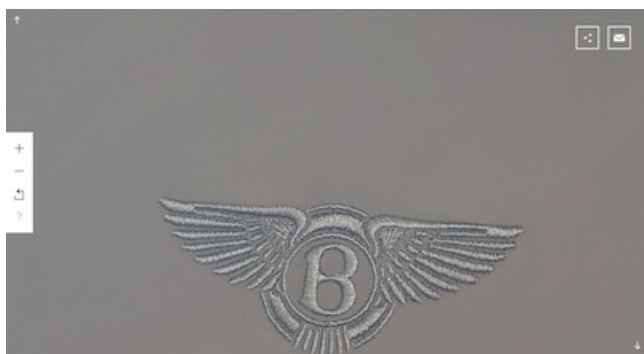
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Creating an image with 53 billion pixels, Bentley gives the viewer the chance to zoom in on a singular detail in its vehicle. This first gigapixel image from Bentley elevates the concept of photographs, which may help the vehicle stay in consumers' minds.

Moving in

Within an application on Bentley's Web site, consumers can explore the experience. Simple navigation tells the viewer to scroll with their mouse or click on zoom buttons to move closer to the car in the photograph.

The image begins with a long shot of San Francisco's Golden Gate Bridge, in which the car is barely noticeable as a dot on the road. As the consumer zooms, they have no control over which part of the picture they are seeing blown up, sending them on a pre-decided path towards the Bentley.



Screenshot of Bentley's experience

Eventually, the camera zooms in on the embroidered logo on the passenger seat of the car. When the viewer reaches the end of the experience, they are prompted to learn more about Bentley, configure a vehicle, explore Bentley's craftsmanship or take in a 360-degree experience.

The virtual tour allows the viewer to see the Mulsanne from the inside. By using controls, the user can change the

camera angle and zoom in or out on specific details.

The closer you look, the more you see: the world's most extraordinary car photograph

Taking photography and images to the next level, other brands have launched interactive experiences online.

U.S. fashion brand Marc Jacobs is showcasing consumers' expressions for its spring 2016 eyewear collection.

Marc Jacobs is extending consumer participation with a new Web application that puts brand enthusiasts as the face of its latest eyewear effort. Launched April 7, the "Print Me Marc" effort allows consumers to embed their own face into the Screaming Queens print designed by label's namesake designer and Instagram artist @Bessnyc4 for spring/summer 2016 ([see story](#)).

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