

AUTOMOTIVE

## BMW fans get up and close without stepping foot in a dealership

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*BMW's AR app*

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German automaker BMW is bringing its vehicles closer to consumers with a new augmented reality platform as part of its ongoing strategy to provide more information to interested customers wherever they are.

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Leveraging Google's smartphone AR technology and the mobile application Tango, BMW is allowing users to get to know its i3 or i8 vehicles without leaving their homes. In its beta testing phase right now, the AR Product Visualizer will rollout to all consumers who have a tango-enabled device through an app on the Google Play store.

### Augmenting innovation

Consumers interested in a new BMW i3 or i8 will be able to get up close and personal with their ideal vehicle through its Product Visualizer app. Users can customize each vehicle how they like and test it out through the AR app.



*BMW vehicles showcased in the Product Visualizer app*

Because the app is augmented reality and virtual reality, the BMW vehicles will appear in the space the user is located currently. Using the camera function of the smartphone, the app will produce an image of the BMW within

the real space.

Each vehicle can be customized with the exterior and interior of the user's interest. For instance, colors inside and out can be altered as well as wheel rims.



*BMW Product Visualizer demonstration*

Participants will be able to open the doors, turn on light switches and "climb inside" of the vehicles.

The app is being piloted in a double-digit number of sales outlets.

Users are also able to save the AR experience and share through social media, email and a QR code. Accenture, a technology platform developer, created the initiative with BMW.

#### Future of BMW

The Visualizer app is a part of BMW Group's Future Retail program that specializes in innovating the car shopping experience. The program designs new digital properties to help consumers arm themselves with more information.

BMW was also recently at the start of what could be a dramatic shift in the television advertising industry by allowing users to interact through their remote controls.

Consumers with smart television sets such as Roku are able to interact with new BMW ads for a more personalized and helpful ad experience. Interested users can grab their remotes to view a BMW X1 in various colors or different angles while the ad is playing ([see more](#)).

Also, BMW India hoped to increase attendance at its BMW Festival this year by making a lasting impression through personalized videos that brought individuals into its content.

Targeted Facebook users in India saw videos tailored specifically to them, incorporating consumers into the adrenaline inducing content. BMW's video addresses the viewer's name and location while getting their blood pumping with cutting edge footage of its vehicles completing intense driving feats ([see more](#)).