

AUTOMOTIVE

## BMW shows off its creativity through on-site projection innovation

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*BMW's 7 Series installation in Munich*

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German automaker BMW is showing off the superior creativity it takes to design its 7 Series model through an innovative installation that projects onto the vehicle itself.

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With the idea of telling a story through a new kind of lens, BMW sought to show off the art and technological skill used to create the 7 Series. The installation projects the steps in the 7 Series' design process on the actual vehicle on display at the automaker's exhibition center BMW Welt in Munich.

"Our aim is to bring visitors closer to the BMW brand through new and interactive experiences," said Claudette Pohl, project manager for experiential marketing for international brand formats at BMW Group.

Creation innovation

Through a partnership with technology agency Holition, BMW created a 27-projection video that appears on a 7 Series model. The projection shows, step by step, the process of what it took to design the vehicle.



*BMW installation*

Beginning with the preliminary sketch of the design, the various stages in creation appear on the vehicle itself. For

instance, through the projection, the vehicle appears to be the original sketch, then turning a computer animation design and so on.

Holition set out to create the first-ever projection on a vehicle in daylight, which, according to the agency, has never been done before.

A second tier for the project involved Holition creating an augmented reality experience that leverages facial recognition technology. Using a mobile application, visitors can see a projection of elements related to the BMW 7 Series on their own faces.



### *BMW installation*

The visual experience makes visitors appear as a human-vehicle hybrid.

### BMW marketing

The German automaker is often developing innovating ways to connect to consumers.

For instance, recently it brought 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.

Leveraging Google's smartphone AR technology and the mobile app 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 ([see more](#)).

BMW also looked to make the driving experience more personal and emotional as it designs further connectivity between owner and car.

For its fourth appearance at the Consumer Electronics Show in Las Vegas, BMW released its idea of the future of mobility, showcasing both new integrations for its BMW Connected platform and its ideas for an automated vehicle. While fully autonomous driving from BMW is not planned to launch until 2021, the brand is enlightening CES attendees on what its vehicle may look like ([see more](#)).

"In this project, we have found the ideal combination of ground-breaking digital luxury storytelling' and strong aesthetic appeal," Ms. Pohl said. "As the BMW flagship and technology platform, this innovative approach to both content and medium suits the BMW 7 Series perfectly."