

AUTOMOTIVE

Bentley uses NASA-derived technology to convey attention to detail

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Bentley's Gigapixel image taken in Dubai

By STAFF REPORTS

British automaker Bentley is zooming in on Dubai with a photograph that required a similar focus on craftsmanship as its cars.

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The automaker's second "Gigapixel" image features a Bentley Flying Spur W12 S nestled amid the bustling landscape of the United Arab Emirates city. While focused on prompting exploration of a specific model, Bentley's digital effort communicates the time and care taken when producing all of its vehicles.

Ready for its close-up

Bentley's first Gigapixel image captured its Mulsanne on San Francisco's Golden Gate Bridge ([see story](#)).

Continuing this concept of iconic cityscapes, the the automaker journeyed to Dubai for its sequel.

To capture its photo, Bentley placed a camera 866 feet in the air off Cayan Tower. While atop one of the tallest buildings in the city, the equipment had to face the elements, with 104-degree temperatures and wind.

After capturing the scene on camera, Bentley pieced together 57.7 billion pixels from 1,825 different frames. The 48-hour process included balancing the light so pixels in different shots matched up.

On Bentley's Web site, consumers can explore the full image in detail. As the scroll to zoom in via a pre-set path, the distance landscape begins to reveal a Bentley vehicle parked next to the marina.

Allowing consumers to get a close-up look, the photo eventually lands on the Flying Spur hood ornament, which fills the frame.



Final frame of Bentley's Gigapixel image

After they have scrolled, Bentley provides the viewer with options for further engagement.

One of the choices is watching a 360-degree experience hosted by Bentley's head of exterior design John Paul Gregory. At the start of the film, he gets into the car, allowing the viewer to see the interior up-close, and points to the fact that Bentley's have more to appreciate the closer you look.

Aside from Dubai's position as a growing market for luxury goods, Bentley chose its location because of its personal connection to the city. The St. Regis Dubai holds a branded Bentley suite, and the city is also home to the Bentley Emirates showroom, both of which Mr. Gregory visits during the film.

Explore The Extraordinary | Bentley Flying Spur

After watching, the consumer can further view the car via 360-degree stills taken in Bentley's showroom.

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