

AUTOMOTIVE

Mercedes-Benz adds AR activations to Atlanta stadium

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Mercedes-Benz is adding an AR experience to its Atlanta stadium with appearances by athletes including quarterback Matt Ryan. Image courtesy of Mercedes-Benz

By STAFF REPORTS

German automaker Mercedes-Benz is bringing a new augmented reality experience to Atlanta, GA and as it embraces innovative events in an effort to better reach consumers.

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Using the automaker's MBUX technology, fans attending all NFL and MLS games at Mercedes-Benz Stadium through 2021 can interact with virtual versions of their favorite Atlanta athletes. Mercedes continues to experiment with ways to engage with consumers outside of the vehicle.

"We are thrilled to bring this innovative AR technology to our hometown Atlanta fans at Mercedes-Benz Stadium," said Monique Harrison, department head of brand experience marketing at Mercedes-Benz, in a statement. "This dazzling re-imagining of the fan experience parallels the ever-evolving technological advancements of Mercedes-Benz automobiles and offers fans an opportunity to interact with the brand in a fun new way."

Hey Mercedes

Mercedes-Benz User Experience, better known as MBUX, is now available in all of the automaker's new models. Through voice commands, MBUX enhances the driving experience through actions such as easily adjusting a vehicle's temperature.

At the new interactive AR experience, fans initiate the programming by prompting MBUX with the simple phrase, "Hey Mercedes." Activations are found throughout Mercedes-Benz Stadium featuring several athletes.

In the stadium's section 104, visitors can do a celebratory touchdown dance with Atlanta Falcons quarterback Matt Ryan. Similarly, fans can celebrate a goal with Atlanta United's Josef Martinez at the stadium's Mercedes-Benz EQ station.

Party has started

Get your celebration on with your favorite [@AtlantaFalcons](#) players at section 104! [#MBStadium](#)

pic.twitter.com/pDkAw1oGWL

MercedesBenzStadium (@MBStadium) [September 15, 2019](#)

Fans can celebrate touchdowns with their favorite Atlanta Falcons players

At the Mercedes-Benz Club, the teams' locker rooms are recreated, allowing fans to participate in post-game conversations with their favorite players in another AR experience.

Elsewhere, consumers can engage with MBUX during a virtual joyride with Atlanta Falcon Calvin Ridley or United's Michael Parkhurst, learning to play music or activate seat massages with the voice technology.

Extending the experience, fans will receive video clips of the AR moments to share on social media.

Mercedes debuted its AR activations at this year's U.S. Open with a MBUX experience centered around tennis champion and brand ambassador Sloane Stephens.

Open to all attendees at the Open, Mercedes' augmented reality experience guided guests through a virtual tennis lesson with Ms. Stephens. While standing near a tennis net and facing a large screen, attendees initiated the experience by saying, "Hey Mercedes, teach me to serve like Sloane."

Mercedes partnered with Helios on the AR experience. The automaker's engineering team recorded MBUX phrases exclusively for the #ServeLikeSloane experience, such as telling visitors that their play is "as hot as the last U.S Open" ([see story](#)).

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