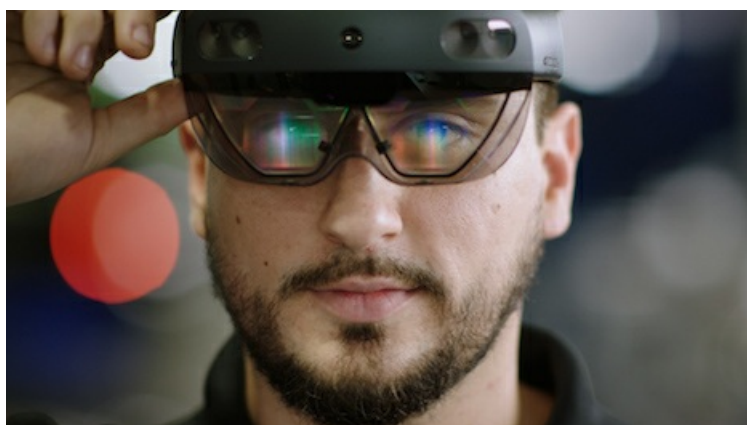


AUTOMOTIVE

## Mercedes-Benz USA, Microsoft launch first mixed-reality automotive maintenance system

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*Mercedes-Benz Virtual Remote Support. Image courtesy of Mercedes-Benz USA*

By LUXURY DAILY NEWS SERVICE

Mercedes-Benz USA is collaborating with Microsoft Corp. on remote automotive maintenance using mixed reality software technology.

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The German automaker will use Microsoft HoloLens 2 and Dynamics 365 Remote Assist for its Mercedes-Benz Virtual Remote Support that allows onsite dealership technicians to work hands-free sharing real-time view and sounds of the vehicle while talking to Mercedes-Benz technical specialists. This is claimed as the first mixed-reality automotive maintenance system.

"This is a massive shift in the way we do business helping us to serve our customers more quickly and is especially timely with the new realities of COVID-19 and our desire to keep employees safe," said Christian Treiber, vice president of customer services at MBUSA, Atlanta, GA.

"Today's vehicles feature more than 100 million lines of software code," he said. "Through our partnership with Microsoft, we have a new paradigm for technology support and communication that helps our dealers and technicians master the complexity of these vehicles while eliminating travel time and onsite visits. It's like having an expert on your shoulder."

Higher gear

The Mercedes-Benz Virtual Remote Support aims to offer faster service turnaround, decrease the time to resolve maintenance questions, create a remote work environment without eliminating the collaboration between remote and onsite technical experts.

Mercedes-Benz said the new service will also cut the environmental impact of service-related travel.

"I'm thrilled by the transformation made possible by our partnership with Mercedes-Benz USA," said Alysia Taylor, corporate vice president of business applications and global industry marketing at Microsoft.

"By leveraging HoloLens 2 and Dynamics 365 Remote Assist, Mercedes-Benz USA has seen rapid time to value, moving from proof of concept to broad deployment in a matter of months," he said.



*Mercedes-Benz Virtual Remote Support. Image courtesy of Mercedes-Benz USA*

How it works is simple.

Per Microsoft, whether simply inspecting a vehicle to make decisions about body repair or to solve more complex situations that require a collaborative diagnostic plan, with Mercedes-Benz Virtual Remote Support, the onsite technician puts on the HoloLens 2 headset and has immediate, real-time support from Mercedes-Benz technical specialists anywhere in the United States.

Leveraging Dynamics 365 Remote Assist, the remote specialist can see exactly what the technician is seeing at the dealership, the company said.

Working in a mixed-reality environment, it is an immersive experience where they both can view intricate 3D images and holograms, see where changes need to be made, annotate the visual information, add documents, insert arrows, circles and more all to highlight areas on which to focus.

Mercedes-Benz Virtual Remote Support was recently rolled out to all 383 dealerships across the U.S.

"We save so much time not having to go back and forth, uploading information, asking questions, waiting for a response," said Matias Scolnik, shop foreman at Mercedes-Benz of Coral Gables, one of the 12 dealerships that piloted the technology, in a statement.

"To get cars back to the owners diagnosed, fixed, washed and ready to roll in a fraction of the time, this has a huge impact on our ability to provide excellent customer service," he said.