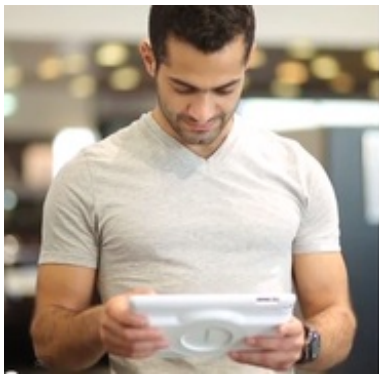


MOBILE

## Porsche looks to augmented reality for immersive Panamera experience

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By JOE MCCARTHY

German automaker Porsche is equipping dealers with an augmented reality iPad application for the Porsche Panamera that immerses interested consumers in the vehicle's capabilities.

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When hovering the iPad over a vehicle, the app synchronizes with markers that lead to stills, text, video and animation to give consumers a full sense of what the vehicle offers. The app coincided with the release of the Panamera in the Middle East, aiming to increase exposure in eight countries.

"The Porsche Panamera app integrates with a sophisticated brand experience environment within the dealerships," said Steve Blyth, founder and managing director of Engage Productions, London.

"The latest digital content from Porsche is displayed on tablets, screens, and the Augmented Reality devices," he said. "It's a holistic deployment pushing the latest novel features of the new Panamera car in partnership with a consistent and refined sales message."

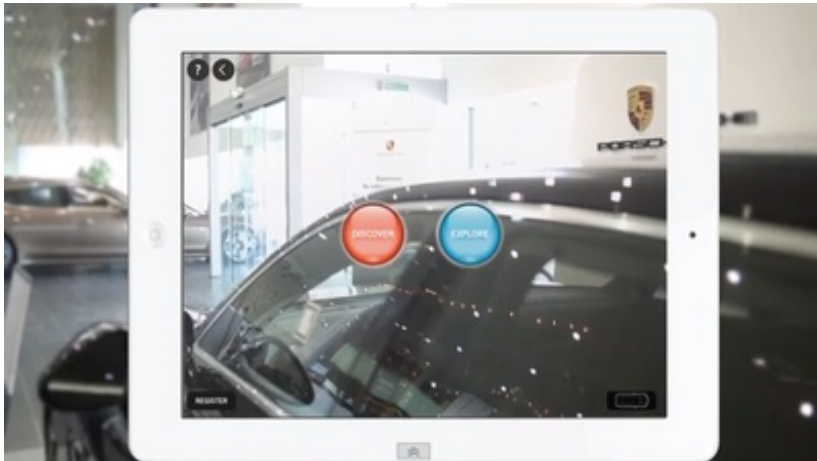
"Having launched across 8 countries in the Middle East, the app has created more activity, footfall and customer interactions in store prompting more test drives and sales

conversations with customers and has invigorated Porsche sales associates with a new sales tool to engage their customers."

Porsche enlisted Engage Production to create the app.

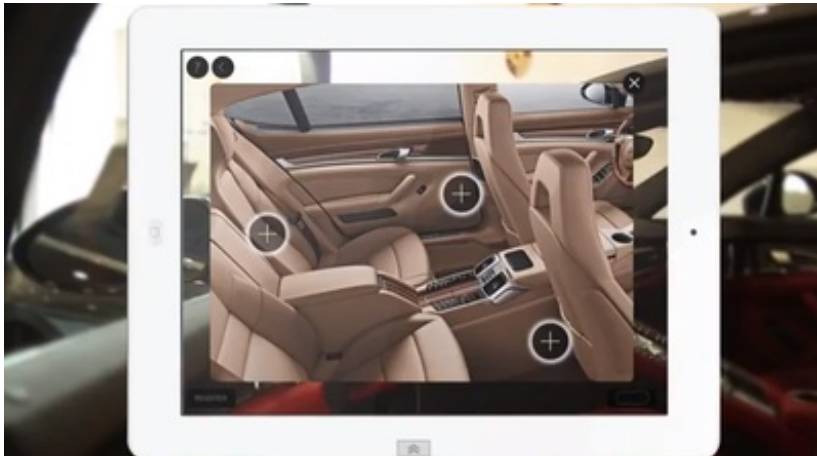
Discover and explore

The app is designed for consumers to use independently in dealerships or with the assistance of an employee.



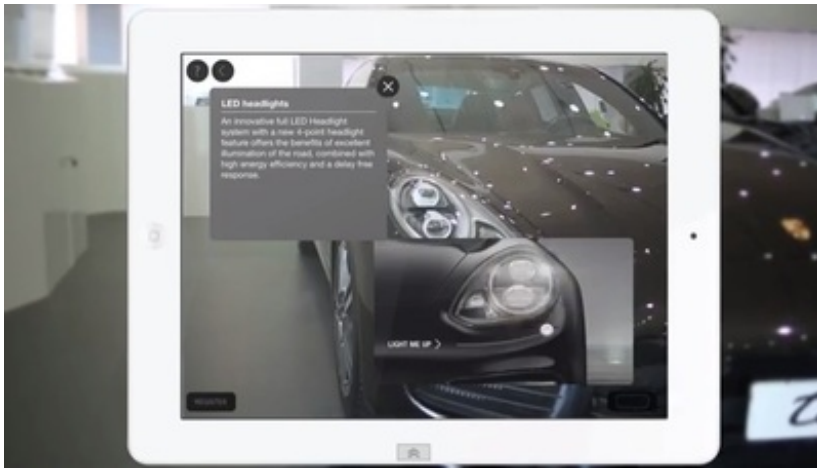
*Porsche Panamera augmented reality app*

From a short distance, consumers can move the iPad screen over different parts of the Panamera to activate a variety of triggers.



*Porsche Panamera augmented reality app*

Consumers can then tap on any trigger that appeals to them for interactive content. Information about the technical aspects of the car such as speed, aerodynamics and color are juxtaposed with lifestyle content.



### *Porsche Panamera augmented reality app*

The sales team will likely be able to better communicate why the Panamera is an ideal car. Rather than pulling out sheets of paper or maneuvering the vehicle itself, the sales team will be able to quickly navigate the app for relevant information.

Plus, by having a comprehensive guide on hand, employees will have more angles to approach the potential sale with.

Engage Production produced a video to show the app in action.

### *Porsche Panamera augmented reality app*

#### Early stages

As the name suggests, augmented reality technology has a seemingly infinite number of uses. Some luxury brands have begun experimenting with a few rudimentary forms.

For instance, German automaker Audi teamed up with Metaio to create an augmented reality mobile application that can recognize and expound upon more than 300 elements of the A3 model to allow for a deeper and accessible understanding of the vehicle.

The A3 eKurzinfo app identifies facets of the A3 vehicle from the windshield wiper's insignia to engine components and gives how-to information or virtual maintenance tutorials. Providing consumers with an in-depth and responsive app is likely to promote positive, brand experience ([see story](#)).

Also, The Ritz-Carlton animated its print advertisements with augmented reality in the female Pan Arab magazine Sayidaty, which marks the first campaign of its kind for the brand in the Middle East.

Through the help of technology from augmented reality brand Blippar, readers of Sayidaty are able to scan Ritz-Carlton ads or articles for a three-dimensional experience. The hotel chain's ability to reach women consumers on a more engaging level will likely secure interest in what is still a nascent market ([see story](#)).

While augmented reality has not yet become a vital part of marketing, brands that adopt the technology exude a pioneering spirit that may be appreciated by consumers.

"Augmented reality apps are not essential for auto showrooms," said Simon Buckingham, CEO of [Appitalism](#), New York. "When the consumer is in the showroom, the dealer staff would like to interact with them directly.

"The interactive info may distract the consumer and disrupt the purchase process," he said.

"However, consumers could like to use that app functionality outside of the showroom and may prefer to get their data efficiently via the app than when on the showroom.

"This new app from Porsche gives consumers another way to get information about cars in a cool new way."

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*