

**SXSW** ↙  
**2018**

# **NEW WAYS TO BE A BACKSEAT DESIGNER**

**PREMIUM CONFIGURATOR** by Mackevision



## **THE BREAKDOWN**

It's not easy to configure and customize a luxurious experience.

## **THE DEMO**

We teamed up with Mercedes to imagine a high-end, branded experience for its customers that isn't just a traditional dealership. The result? A luxurious showroom outfitted with a virtual experience that's hard to beat. Built on the Unreal engine, the VR experience allows consumers to explore 10 Mercedes vehicles and customize its interiors and exteriors. For those who don't have the necessary Oculus equipment, there's also a responsive touch screen that does the trick.

The realness of this demo is possible with our ability to create a digital twin, a virtual replica of physical objects (in this case, the Mercedes). Creating the digital twin and making life-like models of products is the foundation of this — and any — luxury experience. After all, if it doesn't look 100% like a Mercedes, nobody's going to want to buy it.

Come experience Ferrari's 3D model kiosk configurator as well. Visualize the car you've always wanted and more!

## **OTHER APPLICATIONS**

This type of premium shopping experience is invaluable in luxury, retail, automotive, real estate and commerce. The ability to replicate virtually what you'd only be able to see in-store elevates the entire buying experience and shows customers what's possible.