



REWIND's Salesdrive service lets potential car buyers browse from the comfort of their home | Photo source REWIND

A VIRTUAL CAR-BUYING EXPERIENCE

 RETAIL

During the interactive virtual reality appointment with a dealer, customers see the vehicle from multiple angles and can try out features for a real-time inspection

Spotted: Immersive content production studio REWIND's Salesdrive service lets potential car buyers browse from the comfort of their home. During the interactive virtual reality appointment with a dealer, customers see the vehicle from multiple angles and can try out features for a real-time inspection.

The dealer has different menus available including Lifestyle and Customization that allow buyers to see different options, including a bike (in a rack on top or in the trunk), baby seats, colours, wheels and other performance options.

After a meeting, analytics including heat maps that show where customers were looking can help dealers further tailor their presentations. And with multiple users able to attend an appointment, the entire car-buying process becomes more collaborative and easier to arrange. Developed in partnership with HP and Intel, the Salesdrive proof of concept was debuted at Unite LA in October 2018.

*Selected for the **Createch 2019 Ones to Watch**, produced by the **Creative Industries Council** with the support of **Digital Catapult**, **London & Partners** and **Springwise**.*

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Takeaway:

Interactive virtual reality puts the visitor at the heart of the story, and not just as a viewer. Able to participate in the virtual world they have entered, customers can get to know brands in an entirely new way. Roughly **two-thirds** of the world's population uses smartphones, and since most mobile devices are powerful enough to support VR, potential audiences are nearly everywhere. Springwise has spotted recent advancements in this tech that includes **Qualcomm's new 5G phone chips** that are promising better VR and AR immersion.