

# Automotive Interactive Simulation



## CONCENTRIC Simulation Group has created a unique "virtual showroom" for an automotive company.

The "showroom" offers an enhanced interactive experience for customers via the interface created by CONCENTRIC combined with touch screen kiosks mounted in the dealerships.

CONCENTRIC took 3D data of each car model and remodelled it into photo-realistic images containing a high degree of detail and lighting highlights – just as if they were there in the showroom. Each car was re-styled in its colour range and a wide range of varieties were produced displaying accessories such as wheels, driving lights and body kits.

Prospective customers are now able to view each model on a virtual "turntable", rotating it 360-degrees in either direction, with zoom control. They can nominate colours and accessories to "construct their own car". At the same time, built-in intelligence calculates the cost of each part and provides a real-time price. A prospect can print a colour copy of the car with pricing. The final selection/price can be sent directly to the Finance Department to start the documentation process.

A by-product of this simulated showroom is that a dealership doesn't have to have as many physical models on display in the showroom thus reducing its operational overheads.



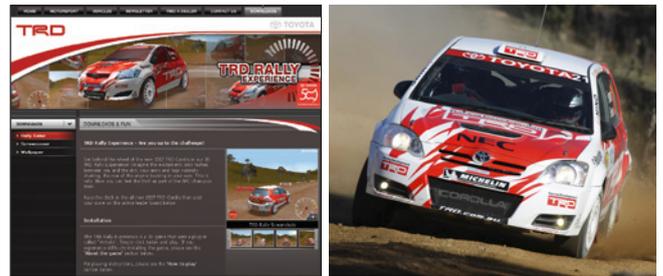
## Serious games are a good means of marketing products and in the case of the launch of TRD (Toyota Racing Development) at Toyota dealerships across the nation, it was decided that an online racing game would help to engage prospective buyers.

Using our many years of 3D engineering expertise, CONCENTRIC Simulation Group took 3D CAD files of the Corolla and "clothed" them with body panels, glass areas, then the proper livery of the factory rally team. The car was immersed into a rally environment based on the TRD test circuit near Canberra. The car, terrain, car behaviour, driving controls, tachometer and



electronic stopwatch were all "driven" by the 3DVIA Virtools games engine. The same one as used by developers for Xbox and Playstation games. Virtools is exclusively available in Australia from CONCENTRIC.

The TRD rally game was launched at [www.trd.com.au](http://www.trd.com.au) and became a major feature of the successful national launch.



## Australian performance car maker Holden Special Vehicles was looking to add an interactive configurator to their website. The "Build Your Own" capability would enable prospective customers to choose models, colours, accessories in real-time.

With our 26 years experience in 3D technology, for simulation and visualisation, CONCENTRIC was able to advise HSV on the best product to invest in, and then followed that support up with training of their digital content creators.

The configurator can be seen at [www.hsv.com.au](http://www.hsv.com.au).

