



A Million Ways to experience a Car



three monkeys creates Ventuz installations for the Audi A6 customer experience

Whenever a new car model is brought to the market, the fans want to do but one thing: test drive. With customer experience events, Audi has found a way to introduce new models to their customers in a relaxed and entertaining atmosphere. In May 2011, all first class customers of GCC, Asia, Australia and South Africa were invited to get a sneak peak of the new Audi A6.

Naturally, there is always a limited number of cars that can be test driven. So what do you do with all the fans who are waiting for their turn? You offer them other ways to get in touch with their favorite car.

“We created all the applications using Ventuz”, said Rudi Buchner of three monkeys. “It has been our number one tool of choice for interactive applications for years, since it allows for a very high level of flexibility and customization. Additionally, Ventuz enabled us to work on one common database and use the same design platform for the different applications.”

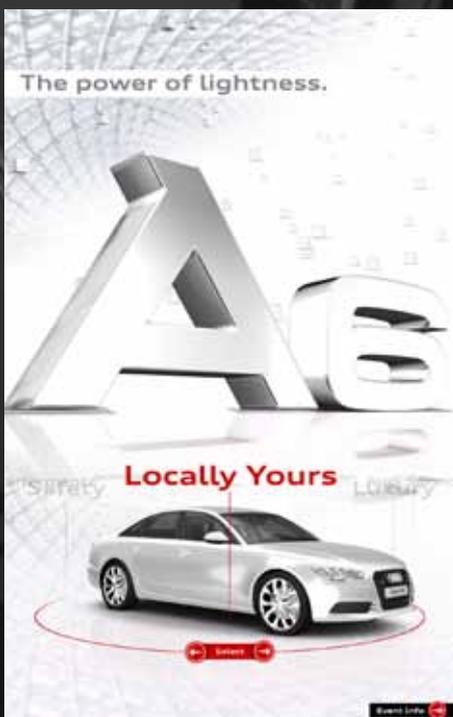
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Christian Schmidt, three monkeys

For this purpose, UAE based agency three monkeys creative consulting fz llc, specialist in the fields of interactive content, broadcast graphics and POS/POI applications, was hired to provide a multitude of interactive installations that allowed for a playful way to experience the Audi A6. And what they came up with was truly remarkable. Several touchtables, an interactive book, a few rotating touchscreens mounted onto mannequins and a virtual reality slotcar racetrack gave the customers enough possibilities to entertain themselves.

With a large number of guests comes a large number of things they are interested in. It does not serve to simply create one presentation and have it run on many devices. “We needed various depths of content and information”, said Christian of three monkeys.

Depending on what the user was interested in, he could choose between very light infotainment – for example the monkeybook, a development of three monkeys, which gave a broad overview over the car – down to more comprehensive information, such as the mannequin screens, which showed luxury offerings and safety features, event facts and after-sales services.



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The highlight, however, was the virtual reality slotcar racetrack built on a large wooden table with no landmarks or decoration. The racing game was set up for two players who could either race against each other or the clock. three monkeys used a high-speed digital multi-channel IO to track the position of each car with mini sensors integrated into the racetrack. Thus, the position of each car was tracked at all times.

The distinctive feature of the installation and the reason it was so well-liked was that each player could select his own racing experience: either the A6 event brand world (city landscape) or the A6 quattro world (rocky scenery). One camera broadcast the real race onto the two big screens while Ventuz added the chosen worlds to the image, thus successfully recreating the adrenaline pumping feeling of a real race.

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“The entire race management was based on an SQL database”, explained Rudi. “It linked communication between the race configuration touch screen, where you could enter your name and chose your world, the two PCs rendering the two VR outputs, and the position data parser engine. Ventuz made this little network incredibly easy to setup by using OSC communication and the SQL connectivity.”

The event was a great success and three monkeys have since then supported Audi with quite a few other projects in the Middle East. “We are planning to explore some new technological areas”, said Christian. “Audience measurement systems, gesture recognition, augmented reality, those are things the customers want. Ventuz will always be a key part of our work, because it allows us to explore so many technological fields.”



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three monkeys
creative consulting