

**“AUGMENTED REALITY AND VIRTUAL REALITY IN AUTOMOTIVE INDUSTRY”**

**Mr. Sanand Baswaraj Biradar** (Alumni 2015-16)

B.E. (Mechanical Engineering)

DSGS Creative Designer,

Dassault Systemes Global Services Pvt Ltd.

The brain processes countless amounts of data a day, with 90% of that data being visual. We are living in an era of big data and it's difficult for us to understand large amounts of data in rows and columns. But when we try to understand big data through visualizations, it is much easier to process even huge amounts of data. Thus, the importance of data visualization in marketing makes everything more efficient in a variety of ways. This is where the use of AR, VR and MR comes into picture and makes the transition easy.

The main industry which is making use of this profound technology is the automotive industry and this happened due to COVID-19. Thus, we can say that it's the greatest hurdles which gives rise to new innovative solutions. The automotive industry is investing in developing AR and VR technologies.

• **Advantages of AR and VR in the industry:**

- ⇒ Immersive Virtual Showrooms
- ⇒ Virtual Prototyping
- ⇒ Augmented Reality Virtual Trainings
- ⇒ Customer Service Virtual Guides
- ⇒ Results Display and Real Time Analysis

Augmented Reality is gaining a lot of popularity and a lot of brands are opening their virtual showrooms where customer can actually experience the cars and model variants with ease and immersive experience like a flight simulator. Some of the brands working with these solutions are Mitsubishi, Hyundai, Chrysler, Porsche, Audi, and so on.

In the near future, we can expect that AR and VR technology will become much more seamless and more intuitive. The automotive industry will continue to develop these to enhance the driving experience both on and off road by integrating these with our smart watches and portable devices. Hands free and voice controlled apps and programs would certainly be revamped by AR and VR.

Consider a car with an integrated augmented or virtual reality system for enhanced protection, performance, data security and entertainment if you are in the market looking for a new car. Just imagine, sitting in a chair that mimics an actual car seat in a VR showroom and getting a real time experience driving a particular car of our own interest or can just scroll through the features of a car just on one tap of a thumb on our cell phones with AR apps.

Thus in all, immersive technology in the automotive industry is still very new, but it holds a lot of potential. Now, more than ever, with the rise of sharing economy, car manufacturers will find it challenging to sell more vehicles. However, with these technologies like AR, VR, automotive manufacturers can reduce costs, increase safety and make overall purchasing process a lot more customer centric.

