

Porsche presents the “Mission E Augmented Reality” app

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20/03/2018 Virtually experience tomorrow’s technology today: As part of a collaboration with Google, Porsche has developed an augmented reality app which shows the new Porsche Mission E.

It features different view modes which allow the user to digitally discover the brand’s first purely electric sports car. The app is available now for augmented reality enabled smartphones with Android and iOS operating systems and is free to use and download from Google Play or the Apple App Store.

A look inside the app

The Porsche Mission E will be on the market by the end of the decade. With the new Mission E Augmented Reality app, the sports car manufacturer is already providing innovative access to the

electric sports car's technology. "We are offering our fans a virtual taste of the Porsche brand's first purely electric sports car," says Kjell Gruner, Vice President Marketing at Porsche AG. "The augmented reality technology offers us ways to depict complex technical aspects of the new vehicle technology vividly and emotively. It is important to us that our customers can immerse themselves in tomorrow's technology and convey enthusiasm at an early stage – any time, any place."

A test drive using augmented reality

The app allows the user to see different views of the Mission E concept study. The concept vehicle can be virtually placed in a room, plus the augmented reality application provides animations that simulate the vehicle's aerodynamics, for example. X-ray views bring the drive and battery technologies to life by giving a glimpse beneath the lightweight body. In addition, the vehicle can be displayed virtually in the customer's preferred colour. Not forgetting, it is even possible to go on a test drive using augmented reality in the interactive driving mode.

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