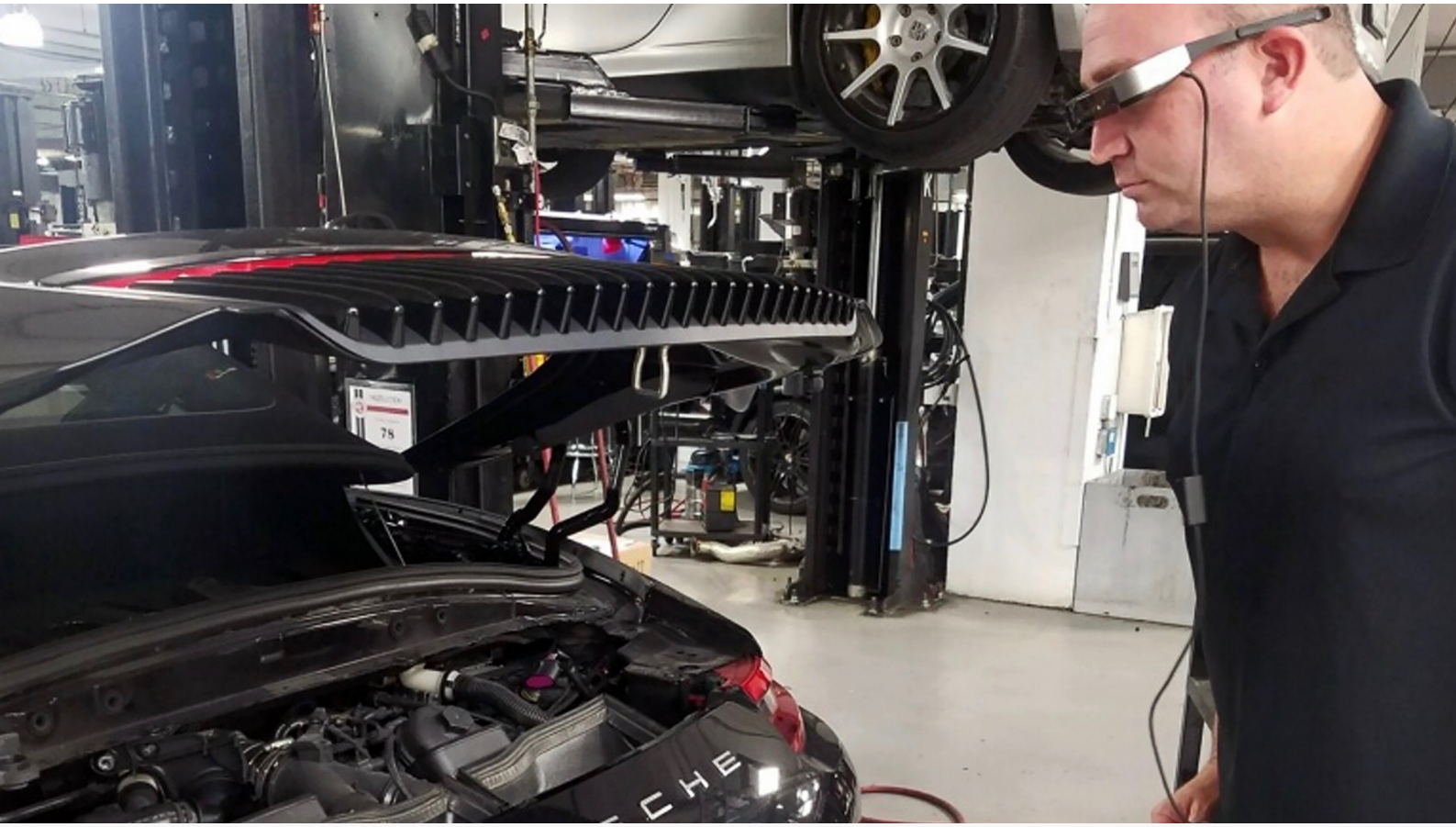


Porsche introduces “Tech Live Look” Augmented Reality Smart Glasses

This article reflects the status at the time of its publication. The content may since have become outdated.

20/11/2017 Porsche Cars North America, Inc. announced the introduction of “Tech Live Look,” an Augmented Reality technology designed to improve technical services at Porsche dealerships in the United States.

“Tech Live Look” uses the AiR Enterprise™ software platform from Atheer, Inc., a leading provider of AR solutions, in conjunction with lightweight smart glasses. These high-tech spectacles feature the latest in projection technology and come equipped with a high-resolution, auto focus camera that shows even fine details such as threading on screws. The glasses include a powerful LED to illuminate dark spaces in the engine compartment or under the car.

How does this technology work? When a service technician at a dealership in Los Angeles dons this specialized eyewear and connects through the software with the Atlanta-based Porsche technical

support team 2,200 miles away, it allows the support team to see exactly what he is seeing, in real time. This “see what I see” videoconferencing capability with instant access to remote experts allows both parties to quickly identify and resolve technical issues. It can also help decrease service resolution time by up to 40 percent, based on the findings of a pilot program undertaken in July 2017 at eight Porsche dealerships in California, Florida, Indiana, New Jersey, and Washington, along with one in Canada.

“Tech Live Look” can do much more than just provide real-time video capability. It allows the technical support team to take screen shots or send technical bulletins and instructions onto the projection surface of the glasses while the service technician is working on the vehicle. This type of information exchange is far more efficient than sending emails and photos or explaining complex technical issues over the phone.

“Our main goal is to provide a better overall experience for our customers. Tech Live Look allows us to be more efficient and helps get vehicles back in the hands of our customers faster, all while still delivering exceptional service quality” explained Klaus Zellmer, President and CEO of PCNA.

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