


# Porsche and holoride launch in-car virtual reality attraction in the moving vehicle

**31/03/2022** Premiere for the gaming pilot at the Porsche Experience Center Los Angeles

Following a series of successful joint projects, this is holoride's first commercial installation of the technology that aims to change backseat entertainment. The pilot program at the PEC LA will assess customer demand and technical stability as a prelude to a potential roll-out to other Porsche Experience Centers worldwide. By connecting real-time physical feedback inside a moving vehicle to content in a VR headset, riders will be taken on a fully-immersive journey through outer space as they fly a spaceship, including sound effects and visuals that adapt to the movement of the car.

To make this possible, holoride uses driving data from a Porsche of the model line Cayenne, such as steering, accelerating and braking, to adapt the experience to match the movement of the car. This unique approach allows holoride to reduce motion sickness by matching what riders see and what they feel with almost no latency.

"Porsche stands for emotional and dynamic customer experiences and the joint pilot with holoride is a great teaser on how these experiences can be translated to a digital future," says Zabih Aria, Director, Strategy and Digital Business, at Porsche Cars North America. "The new installation in our Porsche Experience Center in Los Angeles is the next step in our partnership that we intend to continue in the future."

## Original game Cosmic Chase

The experience itself features an original game, Cosmic Chase, developed jointly with Pittsburgh, Pennsylvania-based studio Schell Games. Riders will find themselves aboard a spaceship around a group of recruits that form the Earth Alliance and fight off the alien Cymex.

"We are collaborating with Porsche Cars North America to give riders the thrill of a high-speed ride, combined with a highly-immersive VR experience," says Nils Wollny, CEO and co-founder of holoride. "We are excited to offer a new type of attraction to automotive and entertainment-savvy audiences in the greater Los Angeles area. This attraction is a perfect example of how automotive experience centers are transforming into exciting destinations that the whole family can enjoy and where no one is left out."

With this first commercial installment, holoride is one step closer to making its technology accessible for a broader audience. The cooperation between Porsche and holoride started in 2019 as part of Startup Autobahn, Europe's biggest innovation platform.

## MEDIA ENQUIRIES



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**Video**

https://newstv.porsche.com/porschevideos/204185_en_3000000.mp4

## Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2022/company/porsche-entertainment-technology-startup-holoride-location-based-virtual-reality-lbvr-porsche-experience-center-pec-los-angeles-27887.html

Media Package
https://pmdb.porsche.de/newsroomzips/b8ee8763-75ed-4e8a-a627-3f0a8e804d92.zip

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https://www.holoride.com
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