



# Hold on to Your Seat: Interactive Product Visualisation for the Car Sector

Fröbus-digital is the specialist in top-quality product visualisation for the new media. The company's tools enable customers to take a virtual test drive and assemble the car of their dreams.

The metres of shelf-space devoted to auto magazines, and the crowds that flock to car shows, are testimony to the industry's curiosity and the customers' passion when a new car comes onto the market. To enable potential customers to get a comprehensive overview of new products, Fröbus-digital (<http://www.froebus-digital.de>) has developed a new generation of virtual product visualisation tools. The key elements are: improved picture quality, better usability, and better integration. They've considerably refined their methods –using Quicktime VR and Flash, for example – and developed their own tools to create three-dimensional interactive images. One of those tools is the Virtual Drive, allowing a new car to be shown in an interactive driving simulation. What's special about it is the combination of a video driving experience with 3D-generated backgrounds. The online tools allow the incorporation of classic campaign elements within the framework of an integrated communications strategy.

*“Interactive views of the car inside and out give the user a detailed picture of the bodywork, the car interior, and the car's technical specifications. For the user, the experience is very authentic – it feels as if they're walking around the car themselves or sitting in the front seat”,* says Frank Stienemeier, the head of Fröbus-digital. Improved imaging allows the customer to experience the “feel” of the car, as well as its shape and colour. Sophisticated techniques make it possible to depict surfaces, textures, and materials as well.

Together with that “live” feeling, the key advantage of the online tools is its potential for interactivity – the 360 Color Configurator allows the customer to design their own dream car. They can select the colour of the bodywork, their preferred interior, and the wheel rims too. The 360 degree view is particularly impressive. The user can view their dream car from any perspective and study its details - all in their own time. Fröbus-digital has also paid a lot of



attention to usability. The Color Configurator is programmed as a flash file, so it's always on hand for the user and there's no delay in calling it up. It's also possible to animate a wide range of functions for individual parts of the car. For example, the potential customer can see how the car's interior can be converted into a comfortable space to sleep.

*"Anybody using the multiple advantages of new media to show off their new products has a clear competitive advantage," says Frank Stienemeier. "When buying a new car, the customer will use all available means of informing themselves. That's precisely why there are so many auto magazines on the market. The Internet is playing an increasingly important role. Many car-manufacturers are already using interactive production presentation, but aren't yet satisfied with the standard of presentation and are looking for better tools: better usability, easier integration without the need for plug-ins, more interactive elements for the user, and higher picture quality. These are precisely the needs we meet with our tools."*

**Fröbus-digital** is a division of Julius Fröbus GmbH based in Cologne, an IT-oriented specialist in the production of marketing tools and new media. The experts at Fröbus-digital develop virtual and interactive product visualisations specially tailored to the needs of their customers, filling a niche in the market for e-marketing and sales concepts. Fröbus-digital has its own in-house specialists and a qualified Artpool. It's a one-stop-shop for customers looking to present products in an exciting and entertaining form that's optimized for the web. They have extensive in-house experience of imaging and retouching. Fröbus-digital products are generated overwhelmingly for the car sector, but the company also serves furniture makers and the hotel trade. Some of its best customers are SEAT, Mazda, Alfa Romeo and Skoda, the IAA, and Manufactum. For more information, please go to <http://www.froebus-digital.de>.

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