

Title: 3D Car Customization and Visualisation

Subtitle: Immersive 3D Design, Photorealistic Visualization, and Seamless Configuration

Visual: A clean, modern title with a partial, glossy 3D render of a car hood in the background.

Team name : Aether

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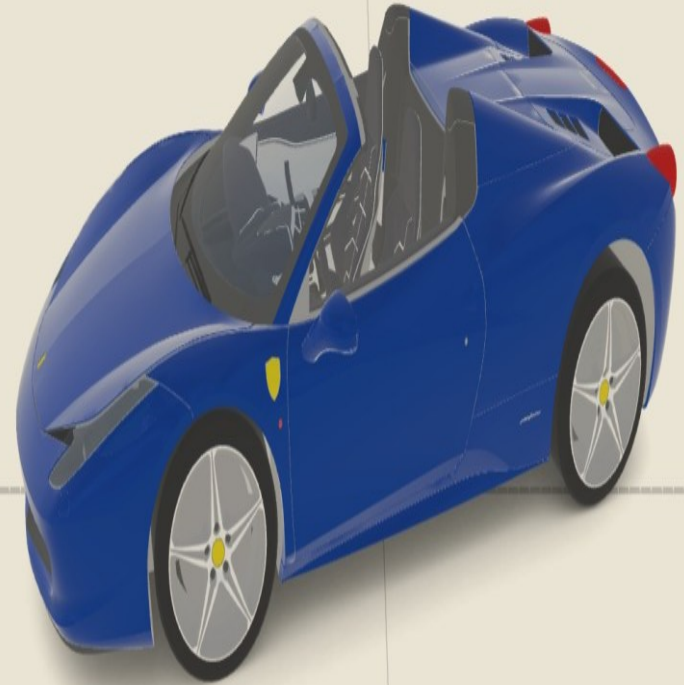
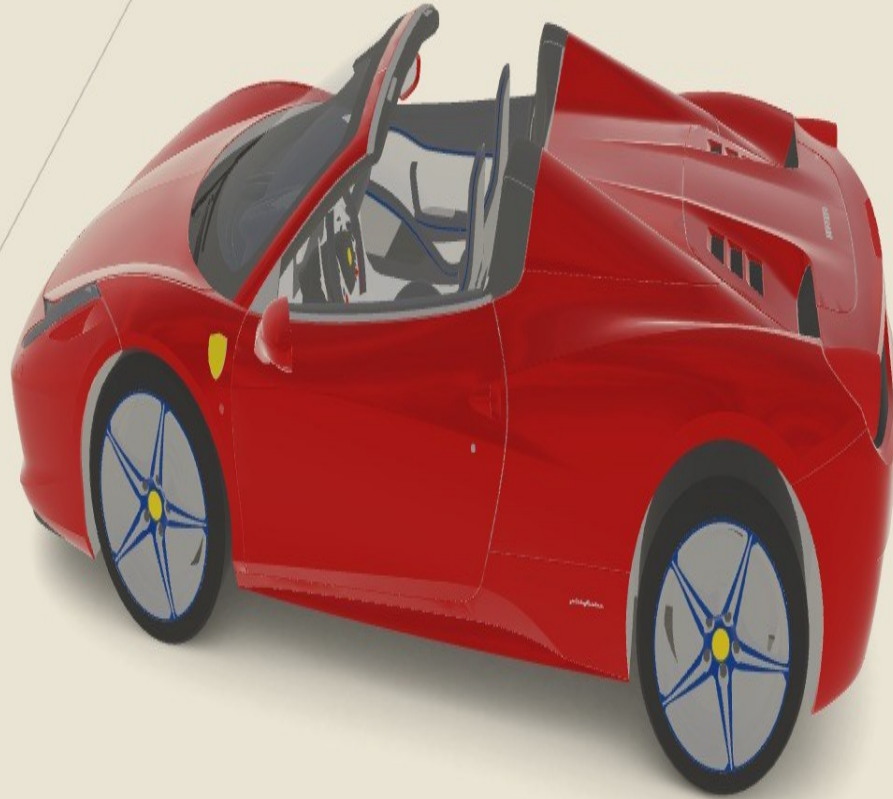
AGENDA

- A simple, elegant timeline or list with icons.
- The Customization Challenge
- Introducing AuraConfigur3D
- Platform Walkthrough: User Journey
- Technology Stack: Power and Precision
- Key Features & Tangible Benefits
- Target Markets & Applications
- Implementation & Next Steps

THE CHALLENGE: THE IMAGINATION GAP

- The "Imagine It" Problem
- **Visual:** A side-by-side comparison. Left: A confusing list of 2D options. Right: A stunning 3D visual.
- Static 2D images fail to convey depth, material, and true appearance.
- Overwhelming choice leads to customer hesitation and abandoned carts.
- Purchasing expensive upgrades feels like a gamble.
- Results in dissatisfied customers and higher return rates.

Follow camera: ☒



OUR SOLUTION

- A 3D Car Visualization Web App built using Three.js.
- **Features:**
 - Car color customization
 - Style & structure modification
 - Real-time 3D interaction
 - Simple user & admin login system

KEY FEATURES

- User Login → explore and customize car.
- Admin Login → manage car models, colors, styles.
- Interactive 3D Controls → rotate, zoom, modify.
- Lightweight & Web-Based → runs in browser.

TECHNOLOGY STACK

- Frontend: HTML, CSS, JavaScript
- 3D Engine: Three.js
- Backend (optional): Node.js / Express.js
- Authentication: Simple login system

DEMO

- Load 3D car model.
- Change colors, designs, styles in real-time.
- Save or reset configurations.

IMPACT

- . Enhances customer buying experience.
- . Helps automobile companies showcase cars better.
- . Can be extended to bike, furniture, real estate visualization.

FUTURE SCOPE

- Integration with AR/VR for immersive experience.
- Cloud-based storage of custom designs.
- AI-driven recommendations for best designs.
- Conclusion Innovative solution for interactive product visualization.
- Scalable to multiple industries.
- Ready for real-world adoption.

KEY FEATURES: FOR THE CUSTOMER

- **Title:** An Experience That Engages and Excites
- **Visual:** Icons for: Real-Time Render, AR View, Environment Change, Share.
- **Photorealistic Quality:** Builds excitement and purchase confidence.
- **AR Driveway View:** Use your phone to see the car in your real space.
- **Dynamic Environments:** View under different lights (dawn, showroom, night).
- **Social Sharing:** Effortlessly share designs for feedback.

KEY BENEFITS: FOR YOUR BUSINESS

- **Title:** Driving Measurable Business Outcomes
- **Visual:** Icons for: Conversion Rate, Brand Engagement, Data Insights.
- **↑ Sales Conversion:** Effectively upsell high-margin accessories and trims.
- **↓ Return Rates:** Perfect alignment between expectation and reality.
- **↑ Brand Equity:** Position as an innovative, customer-centric leader.
- **Valuable Analytics:** Gain insights into popular trends and customer preferences.

TARGET MARKETS & APPLICATIONS

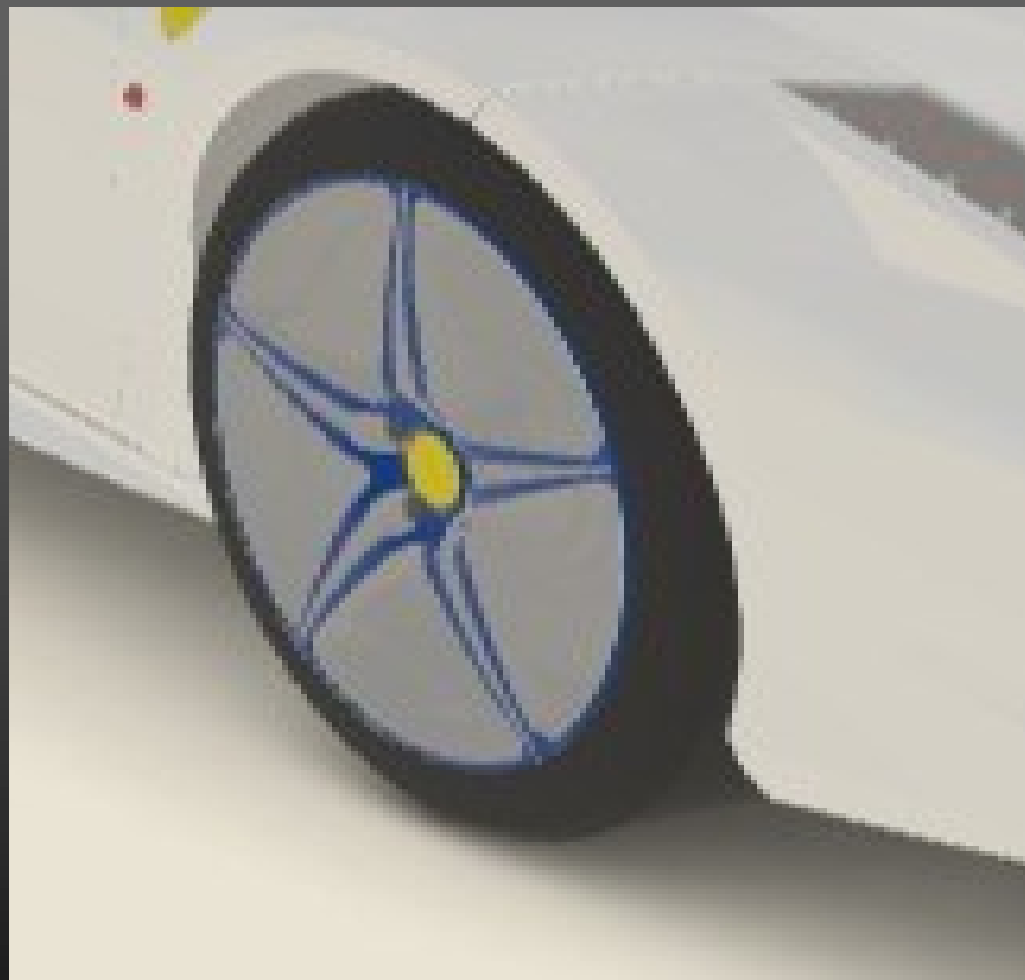
- **Title:** Versatility Across the Automotive Ecosystem
- **Visual:** Three pillars: OEMs, Dealerships, Aftermarket.
- **OEMs:** Integrate into official brand websites and sales configurators.
- **Dealerships:** Empower sales teams with immersive tablets on the showroom floor.
- **Aftermarket:** Allow customers to visualize parts on their specific vehicle model.

THE ROAD AHEAD

- **Title:** Innovation on the Horizon
- **Visual:** A simple roadmap graphic with milestones.
- **VR Showroom Integration:** (Q4 2024) Experience custom builds in full Virtual Reality.
- **AI Co-Pilot:** (Q2 2025) "Style this for a mountain road" - AI suggests customizations.
- **Digital Twin:** (2025+) Link your physical car to its digital counterpart for ongoing customization.

WHY AURACONFIGUR3D?

- **Title:** The Ultimate Tool for Automotive Personalization
- **Visual:** The same car from Slide 1, now fully customized to perfection.
- Transforms the complex into the simple.
- Turns hesitation into confidence.
- Converts viewers into buyers.
- Let's build the future, together.



A dark blue sports car, possibly a McLaren, is shown from a side profile. The car has distinctive red accents on the rear wing and side mirrors. The background is dark and blurred, suggesting motion or a studio setting. The text "THANK YOU" is overlaid in a bold, yellow, serif font, centered over the car's body.

**THANK
YOU**