

Team Accord

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Theme 1

Fully Custom Automobiles

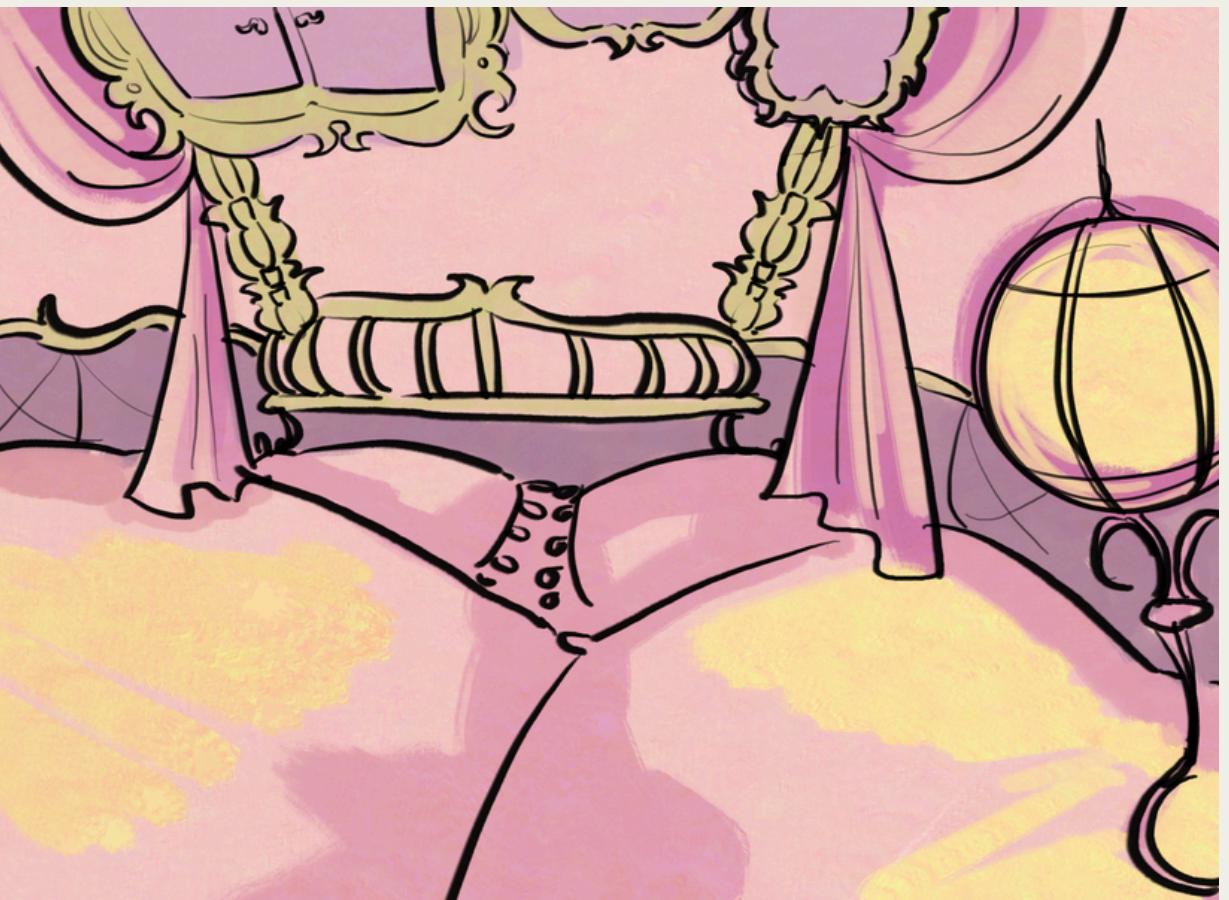
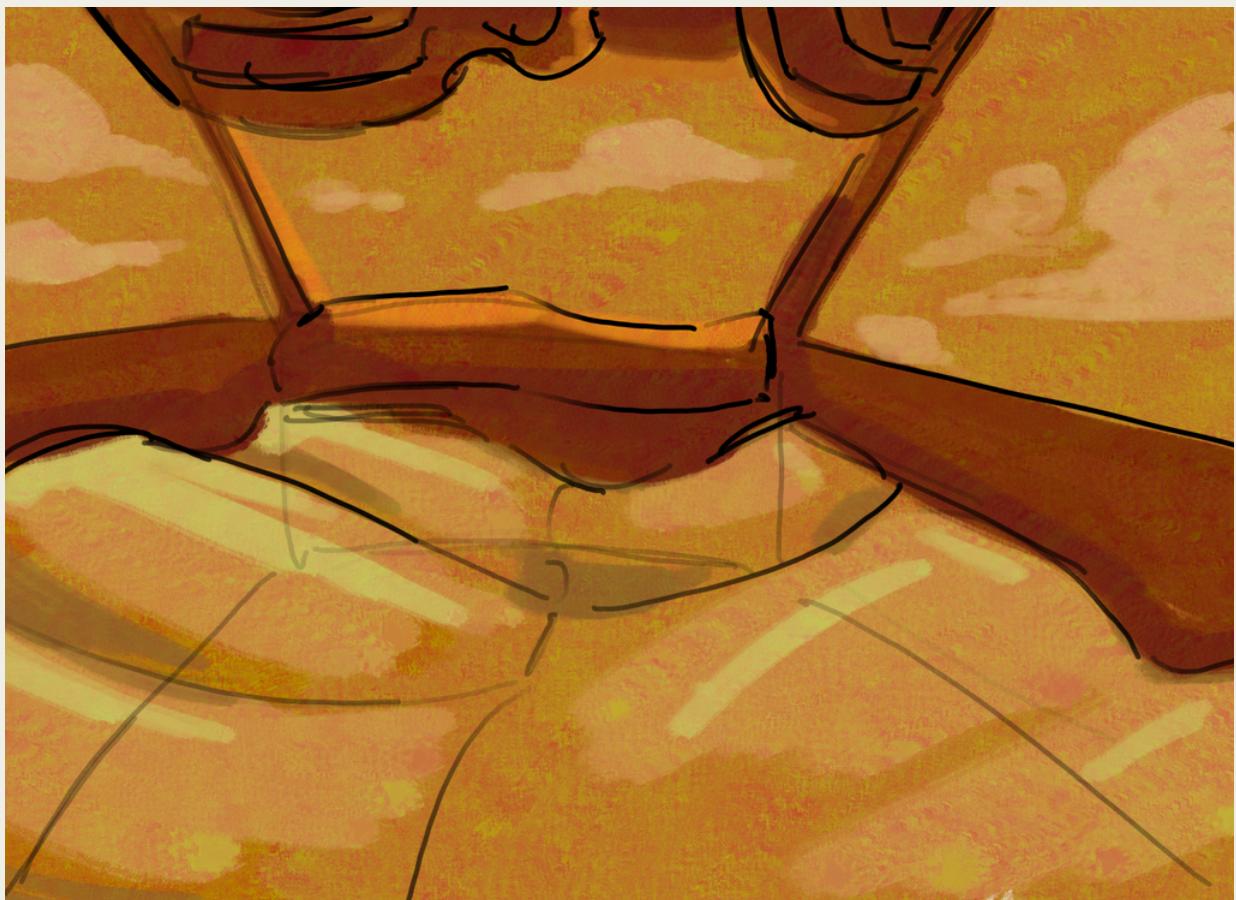
Customization

MODULAR INTERIORS,
EXTERIOR VARIABILITY, AND UI
CUSTOMIZATION

5-20 minute drive: Converts the experience of the vehicle you just ‘use’ everyday, to a vehicle in which you experience life in the most authentic way as much as possible.

Commute: The opportunity to set up the interior space when commuting from work, running errands, or carpooling, allows for us to experience the most use cases.

Road Trip: Reconfigure the seats to allow for bedding space, bedding space, and general leisure to longer trips.



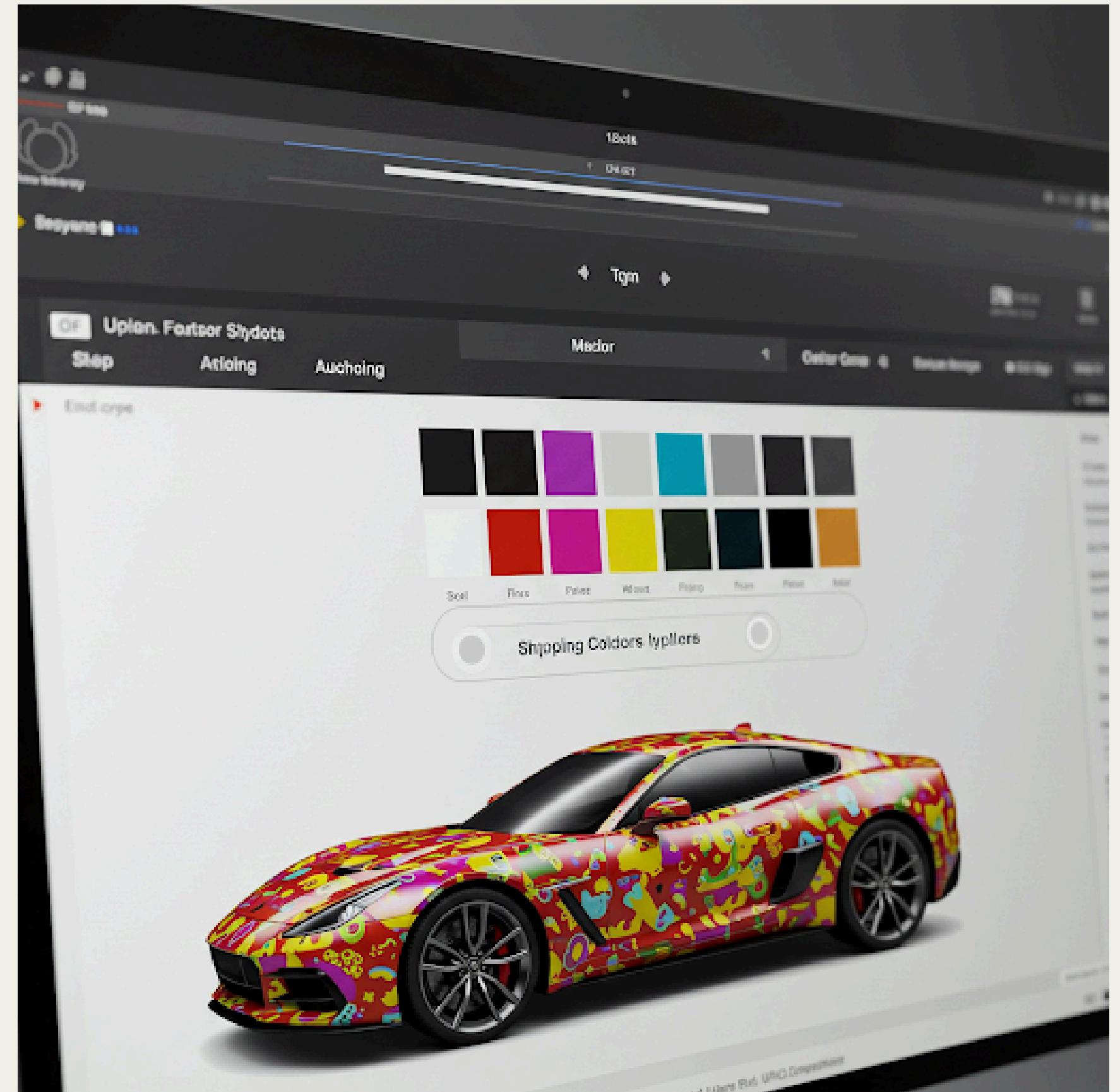
Modular Interiors

Slideable blocks that make up the interior space of the car that can be switched out for different shapes/colors for full customization.



Lowering the Bar for Customization

People don't customize now because its for “car fanatics” and expensive. But people become more attached to customized items. Eliminate 3rd party.



Custom Car UI

Dashboard and controls can be stylized to the taste of the owner. This is similar to how users customize their phone lock and home screens



Theme 2

AR Entertainment

Immersive Entertainment

IMMERSIVE MODES INCLUDING
THEATER, IDLE AR ANIMATIONS,
GAMING

5-20 minute drive: can allow short form content, gaming, and other entertainment to quickly pass the time.

Commute: productivity themed immersive environment appears on the way to work to allow user to get ready for work in their car.

Road Trip: Allows multiplayer gaming amongst passengers in the backseat for tournament style games. Full theater mode with moving interior seats allows a 4D movie experience.

In-Car Gaming

A stationary gaming experience that turns into a 5D experience.



Immersive Rocket League + Gyroscopic seats

Defualt



Block Out



Chosen Ambiance



Theater Mode

Your own private space. Dim the windows to block out the outside world and change then to whatever theme you choose.

Idle Animation

When the car stops or isn't started yet you can have automatic animations that add delight before you even start your car.



Theme 3

AR Education

Education

INCLUDING PROGRAMMED
SIGHTSEEING INFO, DRIVING
TIPS, AND ROAD TRIP IMMERSION

5-20 minute drive: AR makes every drive, especially shorter ones, more enjoyable with real time traffic and parking details to make that drive as efficient as possible.

Commute: AR allows the driver to visualize their routes, see notes about the environment around them, and navigate their day with ease.

Road Trip: When it comes to seeing the world, the AR implementation creates an encapsulating experience for those long hauls.

Preprogrammed Sightseeing

Preprogrammed sightseeing trips per city
with Augmented reality overlays
highlighting and giving information about
views from car



Children's Education

Stimulate development and increase learning opportunities for children through interactive educational games and space for movement and play



Stargazing and Constellations

Receiving real-time visuals about constellations, creates a worldly experience for the traveler. Can also be applied to general landscaping for long hauls.

