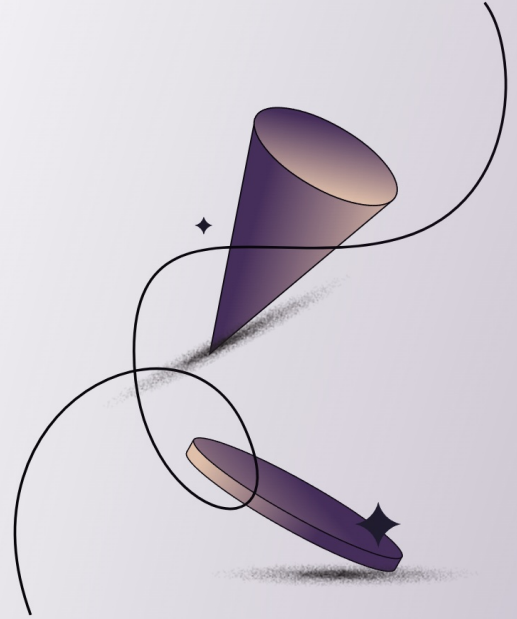


# Immersive AR/VR Co-Pilot Experience for Passengers

Redefining Passenger Interaction in Autonomous Mobility

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Event: **Volkswagen Imobiliothon 2024**



# Executive Summary

Transforming Autonomous Travel with AR/VR

## Idle Time in Autonomous Vehicles

Passengers often experience idle time, leading to disengagement and a suboptimal travel experience.

01

## AI-Driven Personalization

Personalizes experiences with an AI-driven Co-Pilot, catering to individual passenger preferences.

03

## Engaging Travel Experience

Transforms travel into an engaging experience, reducing idle time and enhancing passenger satisfaction.

05



## Immersive AR/VR Co-Pilot Experience

Transforms travel by enhancing journeys with AR views and offering VR environments for entertainment or productivity.

02

## Multiplayer Connectivity

Connects passengers through multiplayer AR/VR games, fostering social interaction during travel.

04

# Enhancing Passenger Experience in Autonomous Vehicles

Addressing Engagement and Satisfaction Challenges

## Lack of Engagement

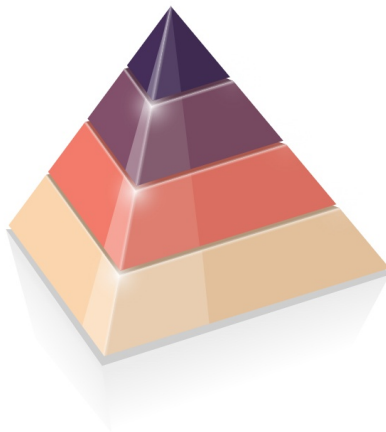
Passengers often experience boredom during travel in autonomous vehicles due to a lack of engaging activities.

01

## Uniform Experience

There is a notable lack of differentiation in the passenger experience across various autonomous vehicle offerings.

03



## Idle Time Issues

The idle time during travel results in reduced passenger satisfaction, impacting their overall experience.

02

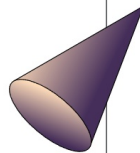
## Need for Solutions

There is a pressing need for solutions that can enhance passenger engagement, personalization, and interaction.

04

# Solution Overview

Immersive AR/VR Co-Pilot Experience



## AR Journey Views

Provides real-time information about landmarks, history, and surroundings.



## AI Co-Pilot Assistant

Delivers personal travel guidance and interaction.



## VR Environments

Offers scenic, gamified, or productivity-focused virtual worlds.

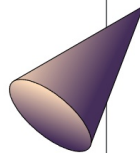


## Multiplayer Games

Includes collaborative and competitive games for families and convoys.

# Key Features of AR Technology in Vehicles

Enhancing the Driving Experience with Innovative Solutions



## AR Windshields/Glasses

Display real-time contextual information about landmarks, historical sites, and points of interest (POIs).



## Virtual Scenic Routes

Gamified overlays for relaxation, exploration, or themed journeys.



## Interactive Co-Pilot Avatar

Provides recommendations, route suggestions, and gamifies the experience.

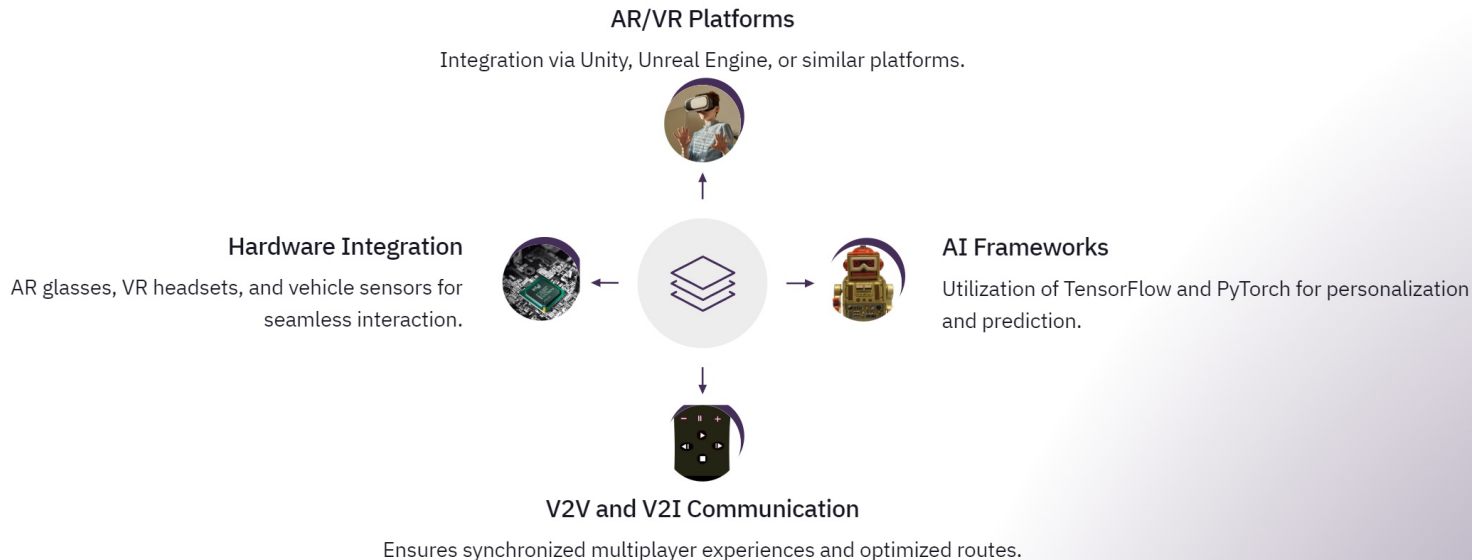


## Collaborative Multiplayer Games

Entertainment options that connect passengers across vehicles.

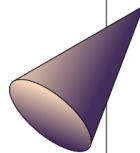
# Technology Stack

Key components of the technology stack for AR/VR and AI integration



# Prototype Walkthrough

Visual Representations of Prototype Features



01

## AR Interface

Showing real-time Point of Interest (POI) information displayed on a windshield or augmented reality glasses.

03

## AI Co-Pilot Interactions

Demonstrating recommendations or route guidance provided by the AI co-pilot.

02

## VR Environment

Depicting a scenic journey or a gamified interface for enhanced user engagement.

04

## Multiplayer Game Visuals

Connecting multiple vehicles in a gameplay setting to enhance social interaction.

# Impact Analysis

Key Aspects of Passenger Engagement and Business Growth



## Passenger Engagement

Transition from passive observation to active participation.



## Business Growth

Monetization via AR/VR subscriptions and content partnerships.



## Differentiation

Enhanced passenger experience provides competitive advantage for vehicle OEMs.



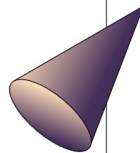
## Sustainability

Optimized routes contribute to reduced emissions and travel time.



# Business Viability

## Monetization Opportunities and Collaboration



- **Partnerships with Providers**

Collaborate with tourism and entertainment providers to create engaging AR/VR content.

- **Premium Subscription Services**

Offer personalized experiences through premium subscription services.

- **Customization Options**

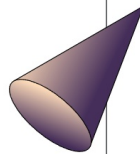
Provide customization options tailored for different passenger demographics, such as families and solo travelers.

- **Collaboration with OEMs**

Work with Original Equipment Manufacturers (OEMs) and third-party developers to ensure effective integration and scaling.

# Next Steps

Goals for Development and Launch



## Refine the prototype

Enhance the existing model based on initial assessments and user feedback.

## Conduct user testing

Validate features and usability through direct feedback from target users.

## Incorporate feedback

Make necessary adjustments to product design based on user input.

## Launch pilot programs

Initiate trial runs with strategic partners to gauge market response.

## Expand features

Develop additional functionalities informed by market needs and emerging trends.

## Scale operations

Focus on monetization strategies and enhancing user satisfaction as the business grows.