

MICHIGAN STATE

UNIVERSITY

Alpha Presentation

Volkswagen Shopping App with Augmented Reality

The Capstone Experience

Team Volkswagen

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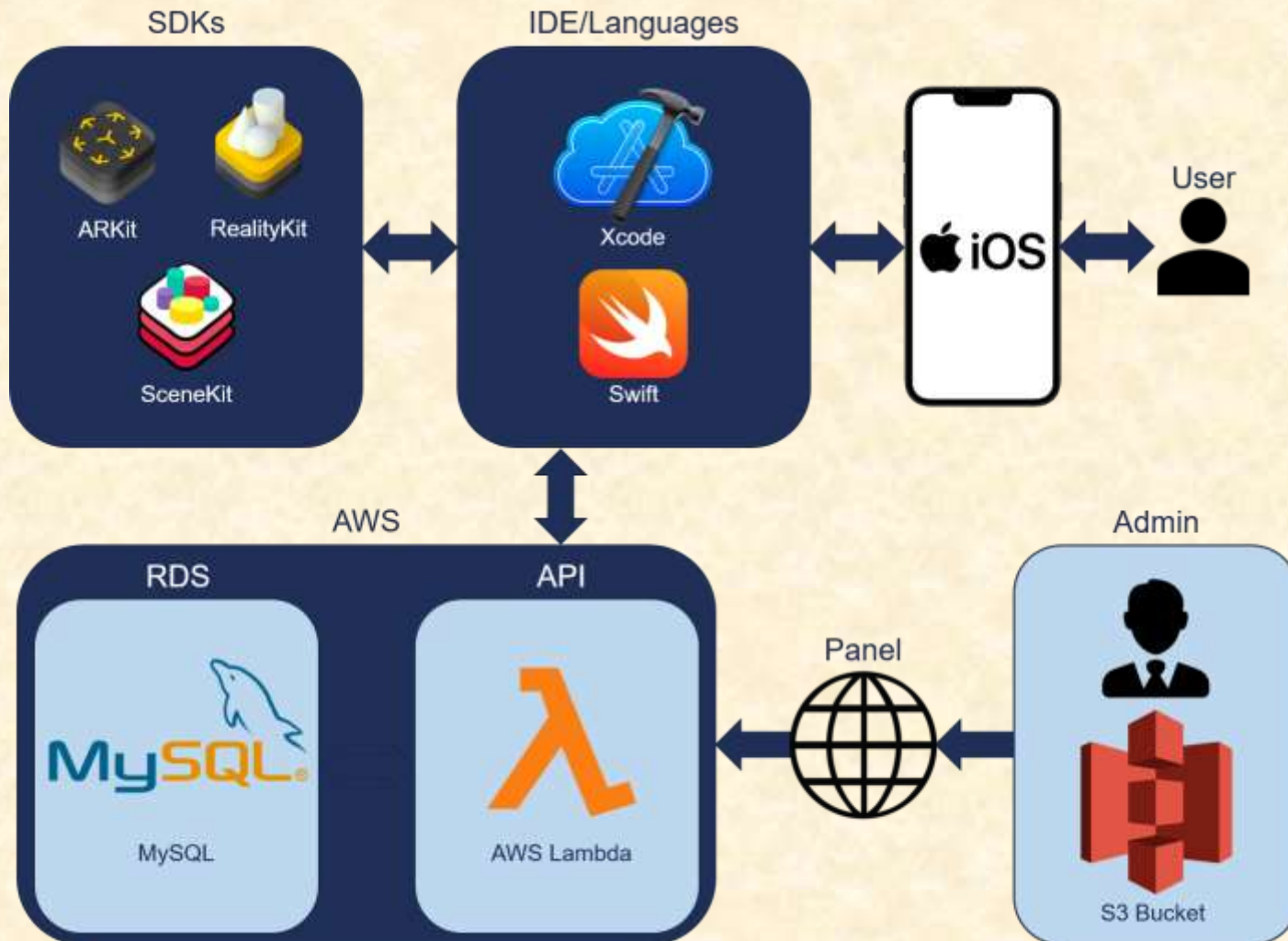
*From Students...
...to Professionals*

Project Overview

- AR app to streamline the car buying process
 - Help users envision how the car will look at home
 - Customization options – tailored to liking
- User experience, intuitive placement of vehicle model
 - Camera direction, gesture controls
 - Accurate scale
- Realistic models that fit in environment
 - Photo/video capture
 - Share with friends and family



System Architecture



Interior



Placement Preview



Customization



Car Displayed



What's left to do?

- Selection view with collection of models
- Preview with selected model
- Implement accessories
- Store user customizations in database
- Video capture and share view implementations
- Admin panel web application
- Reduce model and AR load times
- Display multiple cars



Questions?

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