

VIVA®

VIRTUAL INTERACTIVE VEHICLE APPLICATIONS

VIVA applications are immersive, interactive simulations that contain visually-based stories and information in an intuitive and easy-to-use navigational structure that is designed to maximize the unique tablet environment.

RELEVANT AND ROBUST CONTENT

- Virtual exploration of hero vehicle and its key selling points
- Side-by-side competitive comparisons
- Side-by-side comparisons of different models of vehicle
- Vehicle systems simulations
- Interactive discovery exercises
- Audio/video and PDF content

VERSATILE COMPATIBILITY

- Full native iPad iOS version including gyro functionality and full-vertical and horizontal modes
- HTML5 for interactive simulations
- Flash-based versions for online use or downloadable, self-playing modules for computers
- Android shell in development

MULTIPLE USE APPLICATIONS

- Live presentations via a projector
- Dealership personnel self-discovery and learning when no vehicle is present or available
- Dealership personnel competitive discovery and comparison without competitive vehicles present
- Consumer self-discovery and exploration
- System simulations that accurately replicate and teach the operation of vehicle technologies that may present IQS challenges
- Interactive exercises for self-discovery learning

INDUSTRY-LEADING FUNCTIONALITY

- The first side-by-side panoramic software that aligns both panos to the user's choice of position and zoom
- Deep-zoom technology that allows close inspection and comparison of the pano environment
- Interactiity within the panoramas
- An intuitive gyroscopic pano control feature that allows the user to explore real and virtual environments by physically moving the iPad and/or by touch interface

COMPETITIVE COMPARISONS

COMPETITIVE COMPARISONS USE SIDE-BY-SIDE PANORAMAS IN BOTH HORIZONTAL AND VERTICAL MODES



COMPETITIVE COMPARISONS USE SIDE-BY-SIDE IMAGES AND VIDEO IN BOTH HORIZONTAL AND VERTICAL MODES



FEATURE OPERATION SIMULATIONS AND INTERACTIVE ACTIVITIES



REALISTIC INTERACTIVE TRAINING SIMULATIONS TEACH KEY VEHICLE FEATURES AND NEW TECHNOLOGIES

INTERACTIVE ACTIVITIES HIGHLIGHT KEY FEATURES

INNOVATIVE FEATURE-RICH APPLICATIONS



CONSUMER LEVEL PHOTOGRAPHY AND DESIGN



HELP SCREEN OVERLAYS



ROBUST BOOKMARKING FUNCTION



CUSTOMIZABLE FOR BRAND AND PRODUCT NEEDS