



Smartphone Apps for the Auto Industry

Using the door to enter the customer's personal circles



www.arworks.com

Intro

ARworks develops smartphone applications for the auto industry at several countries in the World. Most of the apps contains 3 dimensional models and 360 interior photos of the cars. As a result we've collected wide and deep knowledge and experience preparing and integrating them into apps. We would be happy to develop you applications so you can benefit from our knowledge.

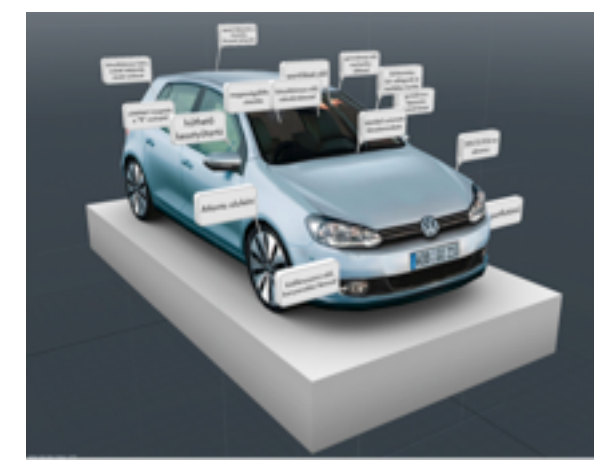
**GIVE US A BRIEF, MAKE A FEW DECISION AND YOUR SPECTACULAR
APP IS AVAILABLE FOR YOUR CLIENTS
WITHIN 6 WEEKS.**

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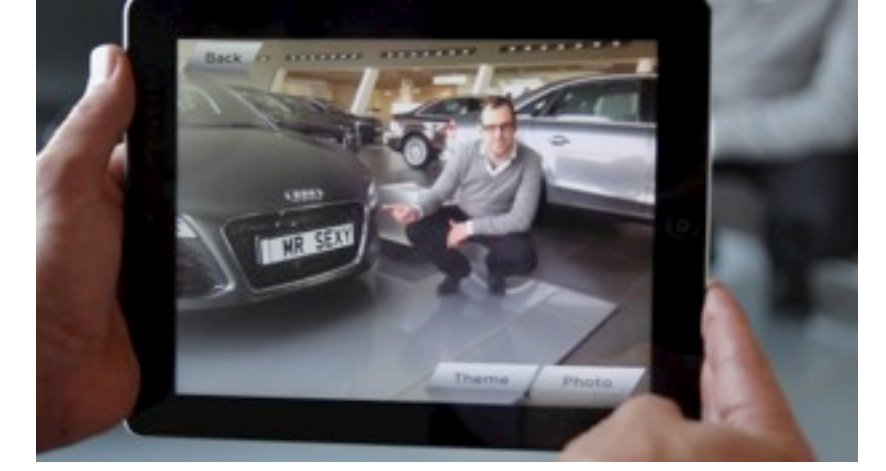
Why use smartphones in the campaign of a new model?

- Smartphones are continuously with the clients - they can access your content any time.
- Once installed, an app can serve as a strong communication and sales channel with the client.
- Apps with spectacular Augmented Reality, 3D and 360 image/video content give a unique extraordinary experience.
- Through an app, test drive applications, request for a quotation and dealer search can be easily handled

Car apps from ARworks



1. Mercedes GL500
2. GM - Opel Mokka Dakar Rally
3. Mini Drift
4. Audi - A3, Q3 - more versions
5. VW Golf
6. FI



Visual functions

With the an app, prepared by ARworks, your Clients can easily

- Discover the car's interactive 360 Interior with hot spots showing key features
- Walk around the car's 3 dimensional exterior, life like animated model. They can zoom in it, turn it around, check it from any angle.
- Prepare their own car with the Configurator
Change its color, rims - then virtually park it in front of their garage
- Share the image of their new virtual car on Facebook
- Personalize the car's license plate - make it their own one

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Sales functions

With the an app, prepared by ARworks, your Clients can easily

- Apply for a test drive
- Ask for a quotation
- Find the closest dealer on a GPS based list or map view
- Contact the dealer easily on the phone or by e-mail
- Get update on the new models
- Land on the official web site for more info.



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Service/workflow

- Receiving the brief
 - Creative app concept development
 - Presenting 5-7 different app concepts
 - Decision on concept
 - Detailed specification
 - User interface design
 - User experience design
 - 3D design and animation
 - 360 panoramic photo and video integration
 - Program code development
 - App Store/approval
 - Google Play upload
 - App is available freely for the public to download
- 5 days
- 14-28 days
- 10 days

Total:
4-6 weeks

ARworks, the company

- International smartphone application developer
- Apps using strong visual content: Augmented Reality, 3 dimensional models and animation, 360 photo and video
- Offices: New York, Los Angeles, London, Vienna, Dubai, Bucharest, Budapest
- Team
 - Creatives, project managers with advertising background
 - 3D designers/animators
 - Video editors, 360 video specialists
 - 2D designers
 - UI design professionals
 - Programmers

Next step

Let us know the date of the next new model or facelift so we can prepare our concepts for your unique app.

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