

# AVATAR StoryWorld Navigator

## MOTION-SYNCD CONTENT

- HOLORIDE (VR)
- VONDERVIEW (TRANSPARENT OLED)

HOLORIDE & VONDERLAND  
(PROCEDURAL ELASTIC CONTENT)







## Feedback

The holoride demo by Audi and Disney received incredible reviews at CES 2019 – being called "Best of CES" 4 times chosen by cnet, TechCrunch, slashgear, and tom's guide

The launch at CES reached more than **75 million people globally** and generated over **1 billion impressions**

Source: Audi & Disney media analysis

"holoride may put an end to the interminable boredom of being a passenger in a car."

THE GLOBE AND MAIL

"In fact, the system is so in tune, it felt more like hours on a ride in Disneyland or Magic Mountain. It's actually really fun."

engadget

"It was delightful, thrilling and shockingly seamless."

COOL HUNTING

"What makes holoride so exciting is that it works right now."

tom's guide

"Best of CES: It's a meshing of real and digital for a type of interactivity we've never seen before."

SLASH GEAR

"The five-minute ride was nearly theme park quality."

THE VERGE

"Let me be clear: It was awesome fun, and I'd happily buckle up for another round of the game."

c|net

"holoride's in-car VR solution is the best thing at CES 2019."

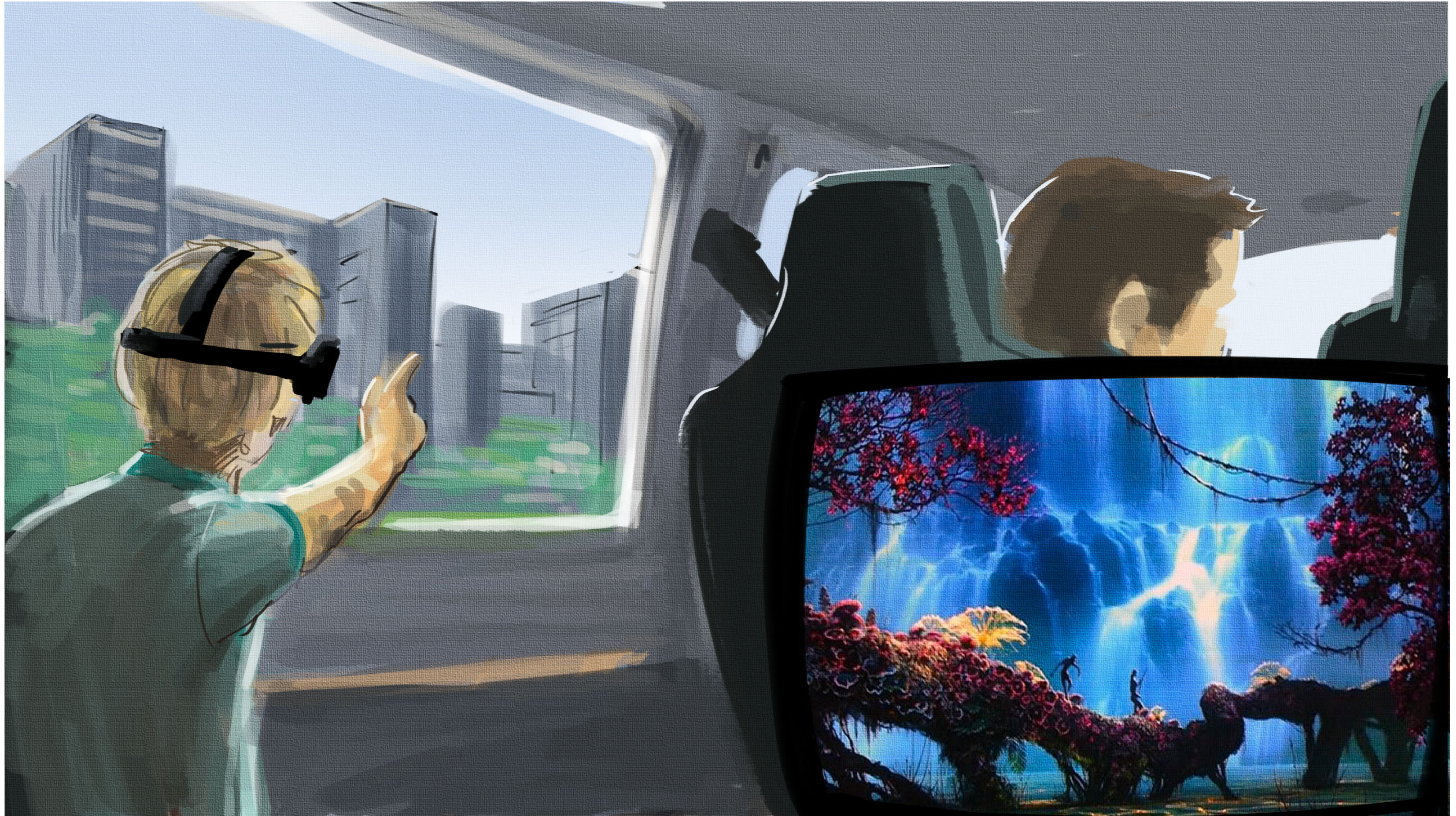
TC TechCrunch



# Holoride In-Car Motion-Synced Experiences (VR & transparent OLED)



# Holoride In-Car Motion-Synced Experiences (VR & transparent OLED)



# VonderView In-Car Motion-Synced Experiences (Transparent OLED)



# HOLORIDE A2 POC Content „PANDORAS JOURNEY“



HOLORIDE A2 POC Content „PANDORAS JOURNEY“



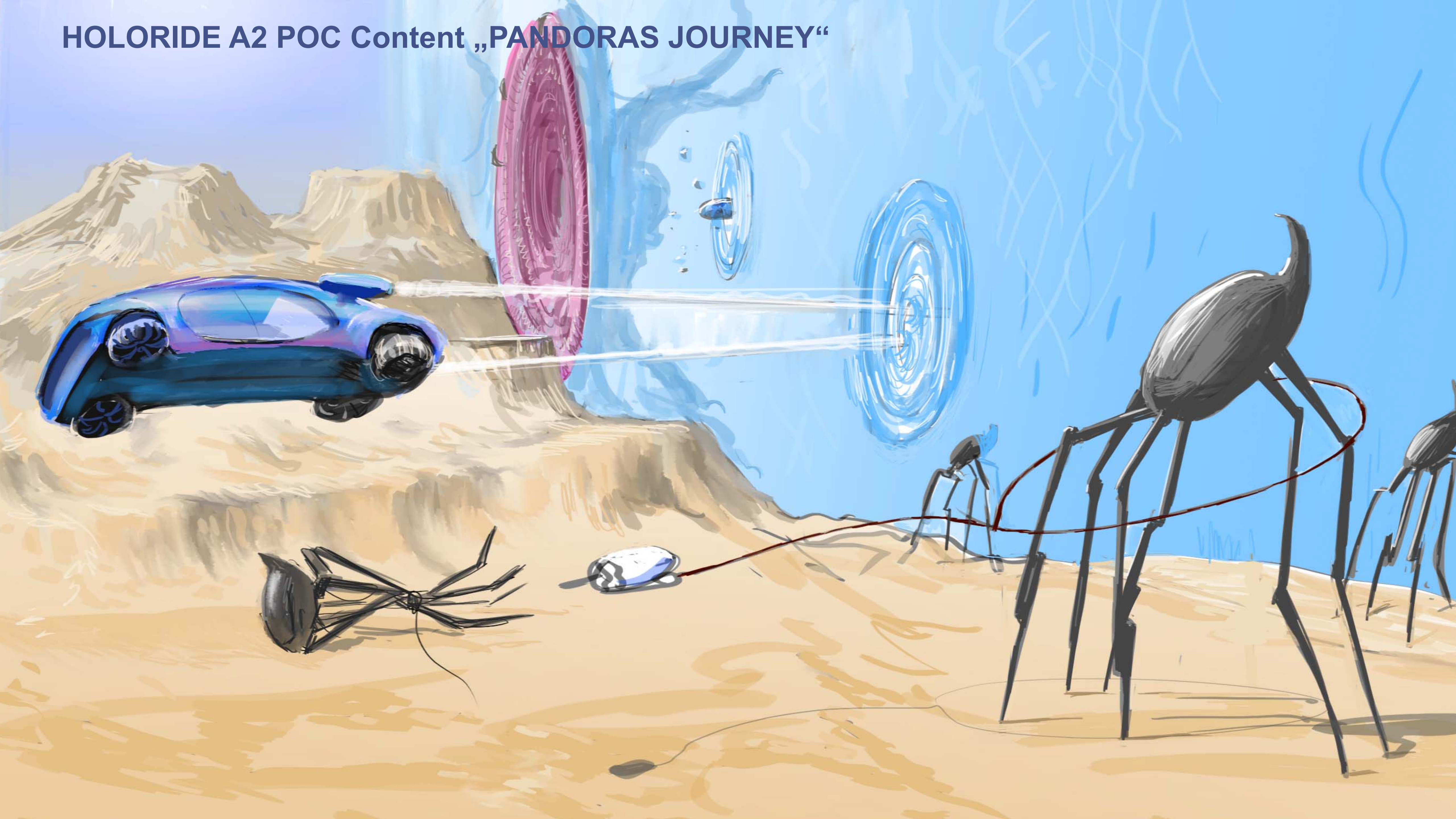
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HOLORIDE A2 POC Content „RANDORAS JOURNEY“



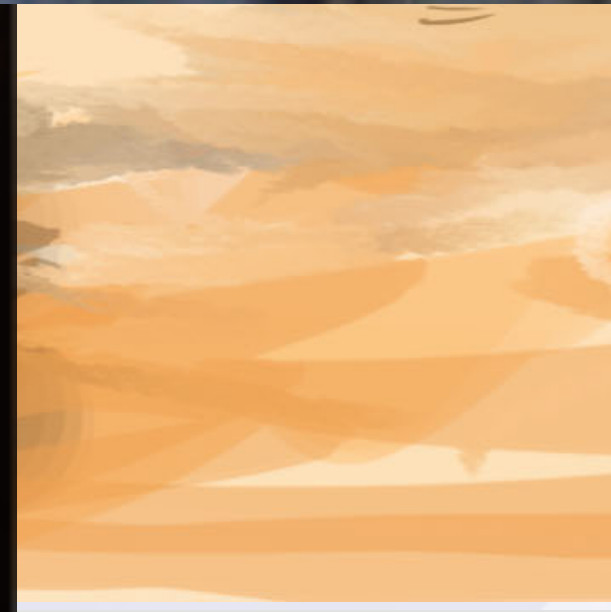
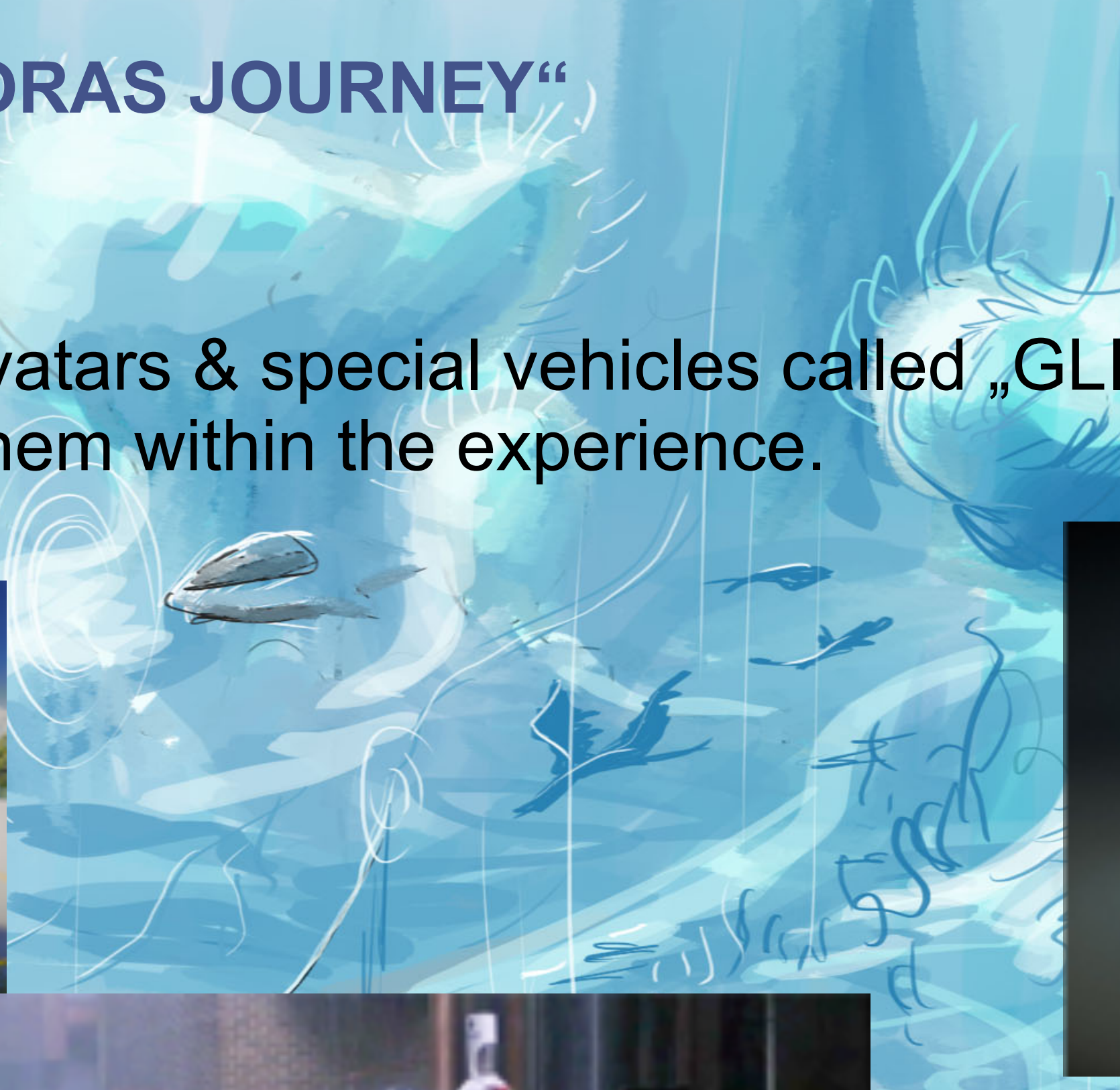
# HOLORIDE A2 POC Content „PANDORAS JOURNEY“



# HOLORIDE A2 POC Content „PANDORAS JOURNEY“

## PERSONALIZATION

Every user can create, tweak or buy Avatars & special vehicles called „GLIDER“.  
Everyone can personalize and share them within the experience.



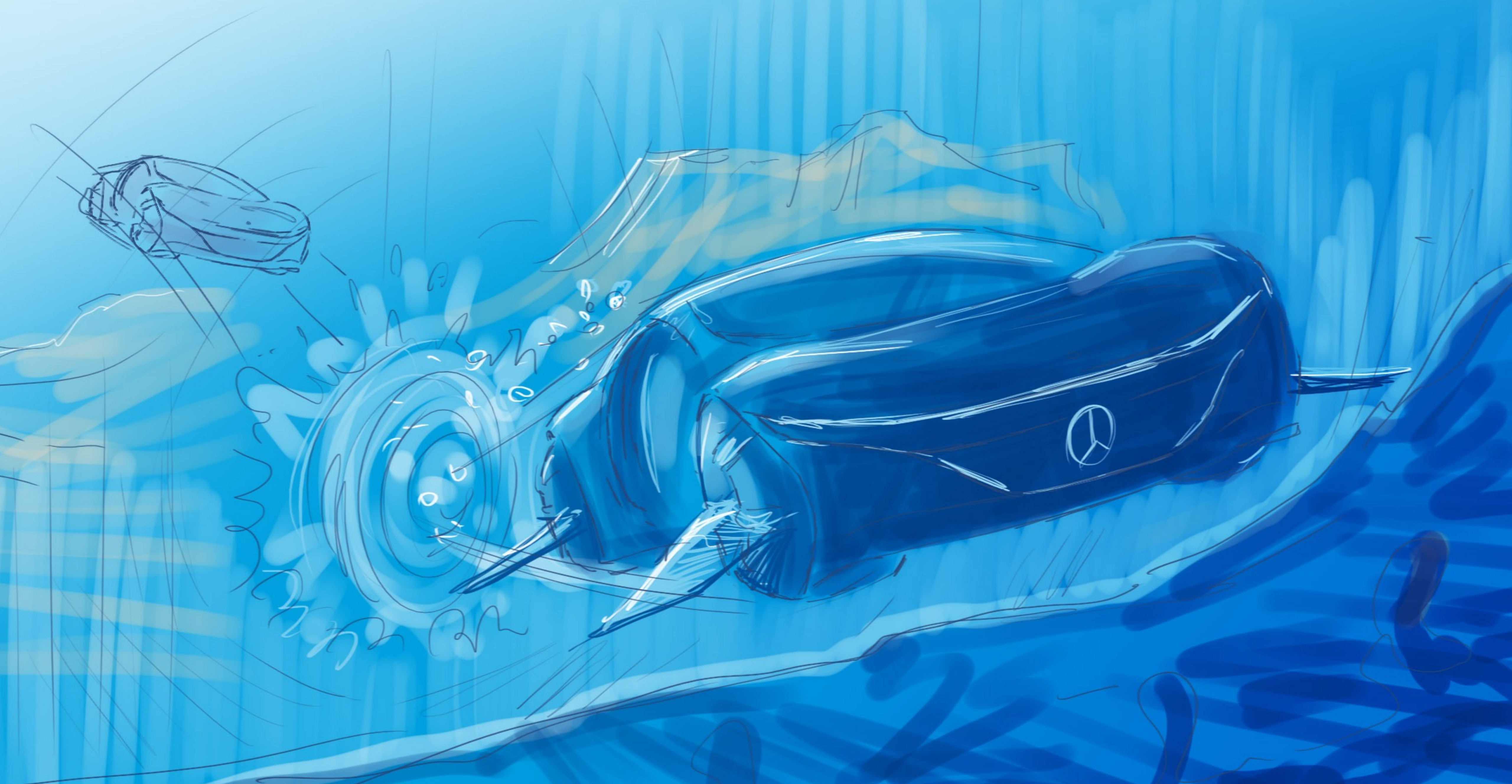
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# HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



# HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



# HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



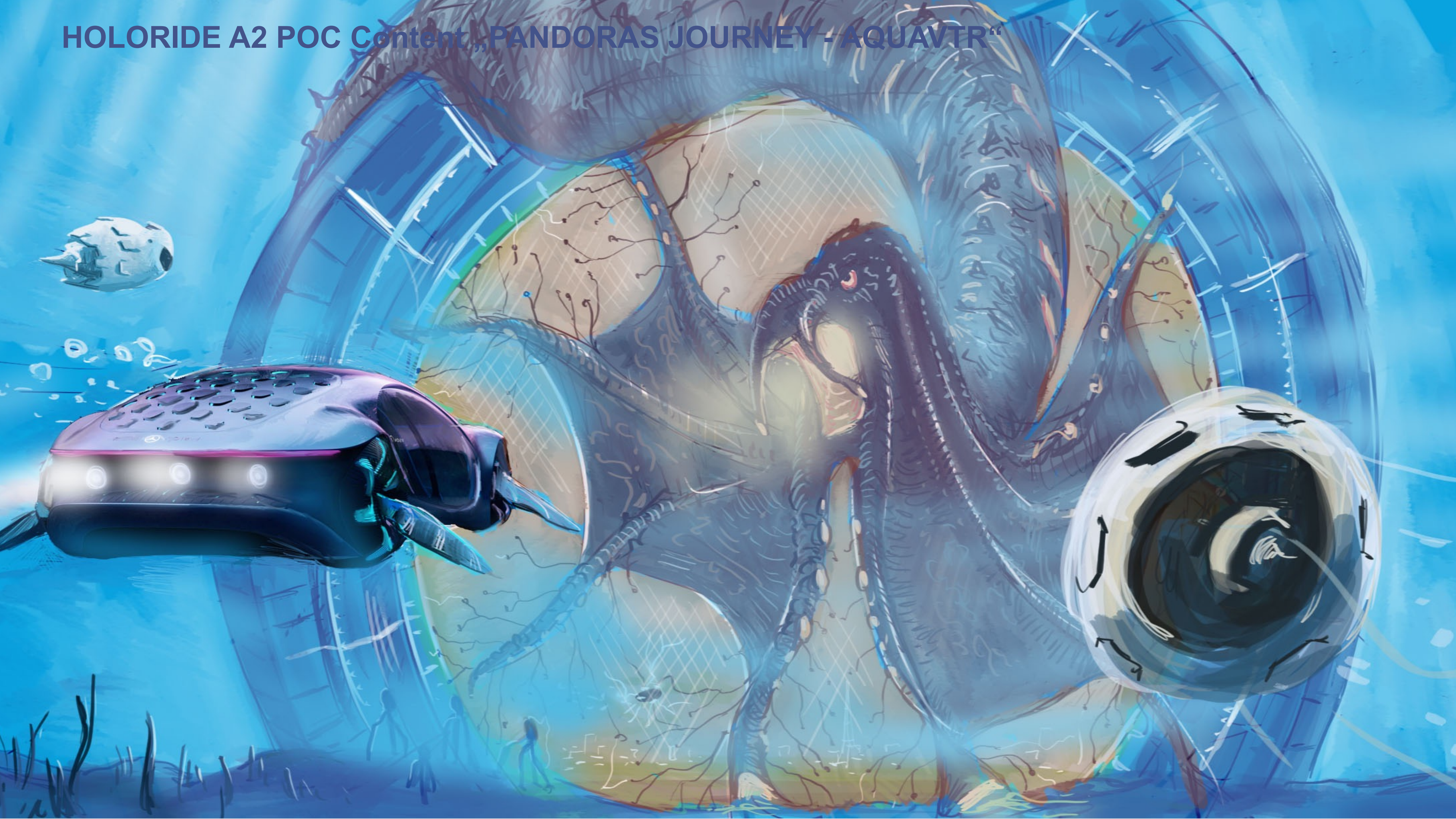
# HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



# HOLORIDE A2 POC Content „PANDORAS JOURNEY - AQUAVTR“



# HOLORIDE A2 POC Content „PANDORAS JOURNEY“

