

CASE STUDY - EZEV

Visualizing the power of electric vehicles through Augmented Reality

CHALLENGE

Engaging audiences at tradeshows is no small feat, let alone educating them about abstract concepts like renewable energy. EZEV knew brochures and keychains wouldn't work.

So when they approached FreeRange XR to help sell the concept of electric vehicles on the show floor, we turned to a mobile Augmented Reality solution to bring their story to life.

SOLUTION

Designed, implemented, and deployed an AR slot car racing game that customers could download to their phones by scanning a QR code on their brochures."

Highlighted features of EVs with race statistics in game, including costs of fuel, CO2 emissions, and other key information.

TAKEAWAYS

EZEV got to break the mold of the cliché convention approach by engaging their customers with a novel and memorable interactive experience using cutting edge mobile technologies.

