

2011 年德国法兰克福汽车展梅赛德斯奔驰 F125! 展厅 Mercedes-Benz F125! Mercedes-Benz Exhibit at IAA 2011

项目地址：德国法兰克福

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Communication, exhibition & Media Design: Atelier Markgraph, Frankfurt/Main

Augmented Reality applications: Metaio, Munic



梅赛德斯奔驰 F125 概念车需要展示的是一系列未来技术。但是这些技术都被极具现代感的汽车外部设计所掩盖。在 2011 德国法兰克福汽车展上，展示遇到的最大挑战就是寻找一种可以将这种技术提到表面展示，让参观者可以看到这些未来技术，可以体验它们的特性。另外一个难点是，整个样车是无法进入的，所以所有的展示必须是远程的。

最后，设计师决定打造一个虚拟 3D 模型，该模型具备所有的驾驶技术，所有的内部特性及外部设计亮点。模型是通过识别软件在展厅内设计的展示屏幕上形成图片完成展示。该应用的内容也可以在 iTunes 商店内使用，所以这个系统最大的好处不仅是在展厅给参观者精彩的体验，使用者也可以在家里使用该系统给朋友展示。

The research vehicle F 125! provides a whole host of futuristic technologies. Most of these are concealed by the ultra-modern expressive exterior design of the car. At IAA 2011, the main challenge was therefore to find a way to bring these features of tomorrow to the surface, make them apparent and explain their relevance. Another obstacle was the fact that the car itself was not accessible, so that the presentation had to work remotely.

Finally, the idea was to create a virtual 3D model of the F 125! revealing the drive technology, specific features inside the car as well as explaining the exterior highlights. The model was generated by recognition software triggered by an image on the front of postcards that were handed out by the staff on the trade show floor. The media chosen were 4 iPads, fixed on posts. Since the app containing the content was available through the iTunes store, the main benefit of this solution was to not only enjoy a fascinating experience at the show, but also have a forward-focussed give-away to show friends and family at home.

