

Automotive Configuration – at a Glance

Product configurators are computer-based systems that enable the composition of a product from defined components. Component attributes (parametrization) are selected based on specified configuration rules on the basis of which individually configured products can be composed and visualized.

Nowadays configurators have become an indispensable marketing tool, especially for automotive manufacturers, but other industries too. Consequently, customers can compose and receive visuals of their tailor-made vehicles.

Importance and Opportunities

First-generation configurators were only able to make selections from a limited supply of photos to find the combinations that best suited customer preferences (in other words, create a best match). However, the demands on visual presentation have risen steeply in the meantime. Therefore, today's modern configurators need to show only photo-realistic, emotionally appealing images that mirror the desired products exactly, in order to encourage customers to make a binding decision to purchase. The motto is that "You sell what you show".

Which is why the latest generation of MackeVision configurators, such as those used by Mercedes-Benz, offers full configuration. They show each vehicle design that the manufacturer offers three-dimensionally and in top image quality. As a result, about 40 different perspectives are currently available for each vehicle. Furthermore, users can choose between day and night views. In conjunction with all color options, rims, upholstery and trims as well as more than 30 special features this amounts to an impressive total of several hundred billion different attributes.

Such a massive quantity of image data can't be stored beforehand, but are created dynamically. This process allows each vehicle to be shown on the web configurator in real time, or almost in real time. The foundations for dynamic image generation are the vehicle manufacturer's design data which are stored in a data base in layers so that when a configuration request is made the image of the configured vehicle can be composed on the fly from the existing layers.

New Generation

The next innovative step is offered by the latest generation of automotive configurators which enables the configuration of moving images. For example, in the Mercedes-Benz configurator the look of the colors of the paint and the rims can be changed on the moving vehicle without any interruption. Since mid-2014 the moving-image configurator at Mercedes-Benz also includes interaction with a real person and simultaneous configuration options inside the car. Therefore customers feel as if they are actually sitting in the vehicles and the environment surrounding them is changing with the configuration.

Mackevision Expertise

With its configurator expertise Mackevision is killing two birds with one stone. On the one hand the company and its in-depth service in image and moving-image configuration is adopting an industrial mind-set. On the other hand, Mackevision has artistic skills that it harnesses to appeal to the customer in an emotive way. As a result Mackevision has positioned itself on the market as the only full-service content provider which combines creative and technical expertise.

If you have any further questions, please contact:

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