

## HiQ creates a VR experience for Volvo Cars

HiQ continues to use VR technology to make the complex things in life a little simpler. Now HiQ has developed a virtual reality solution that clearly demonstrates the effectiveness of safety systems.

**"I dare say that this is one of the best VR experiences that has ever been rolled out,"** says Patrik Sahlsten, Sales & Business Development Director, HiQ Gothenburg

Volvo Cars relies on several highly sophisticated technical functions to offer safe cars. A challenge has been to make consumers understand the enormous benefits of, for example, autobrake systems when drivers' sight lines are obstructed in city traffic, or automatic evasive manoeuvring when an elk suddenly appears on the road ahead.

Now HiQ has made use of virtual reality technology to enable consumers to experience these two scenarios in safety.

"We have created virtual situations that has not previously been possible to replicate. We hope more people will recognise the value of safety systems once they have learned from these experiences. At the same time, we are also demonstrating how VR can be used more generally in trade and industry. VR isn't just a technique for the gaming industry. There are numerous other areas where VR offers genuine advantages," Patrik Sahlsten explains.

The VR experience is a collaboration project, where HiQ has been commissioned to create the virtual experience that focuses on Volvo's core value of safety.

"New technology provides an opportunity to truly understand what Volvo's safety systems are actually capable of doing," Patrik Sahlsten explains.

The VR experience was launched in conjunction with the opening of the Volvo Studio in Milan and will be available at selected Volvo showrooms.

"What makes this solution new – and unique – is that it is so comprehensive. VR enables people to get very close to the experience of an accident, so that they can see for themselves how the car acts when certain things happen in its immediate surroundings," says Patrik Sahlsten.

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