

JAGUAR ACTUAL REALITY



The virtual reality simulator that wasn't virtual. Or a simulator.

Jaguar invited the public at an automotive Expo to experience the only virtual reality simulation worthy of the new F-TYPE. One that turned out to be not-so-virtual.

They were promised a next-level VR experience in a Jaguar F-TYPE on, what looked like, a large motion simulator platform. A fake VR helmet played a distraction video while the car was secretly lowered, and driven on to the adjacent arena by a precision driver. Hidden cameras inside the passengers' helmets went live and they were taken on an adrenaline-pumping ride before being obliviously returned to the stand. Once out, the passengers were interviewed, then shown a video of what actually happened, much to their surprise.

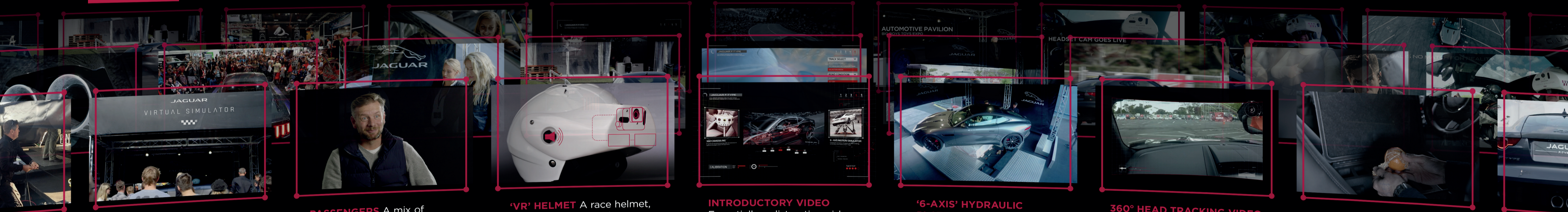
Each step of the stunt had to be carefully considered so as not to alert the passengers to the truth. From including 'hydraulic calibration' in the distraction video (to explain the slight motion they felt when the platform was lowered and the car was moved) to making them all wear a neck brace so they couldn't look down and see themselves (where, technically, a 360° camera rig should be sitting).



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VIRTUAL IS NO MATCH FOR REALITY

APPENDIX



LOCATION Big Boys Toys - An automotive expo held annually in the centre of Auckland. With conveniently located track arena. Attendance: 35k+

PASSENGERS A mix of invited Jaguar Facebook Fans and Expo patrons (collected at the Expo entry, so they were oblivious to the stunt)

'VR' HELMET A race helmet, integrated with a video headset, audio system and, importantly, a hidden video camera mounted on the front.

INTRODUCTORY VIDEO Essentially a distraction video, carefully designed to insulate the passenger from any external sensation.

'6-AXIS' HYDRAULIC PLATFORM Actually a 2-axis platform (a hydraulic lift combined with a turntable). Allowing us to point the F-TYPE toward the track and lower it to the ground.

360° HEAD TRACKING VIDEO A full 360° environment came via camera, hidden in the front of the helmet, supplying a live feed to the helmet screens. Complete with overlaid animated HUD that played on a loop.

'VR TECHNICIAN' Gave us a reason to keep the driver's side door open for the precision driver to later get into the car. Looked busy behind the computer by concentrating on peeling a mandarin in one whole skin.