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News Release

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Porsche Announces Introduction of “Tech Live Look” Augmented Reality Smart Glasses in Dealerships

Real-time remote assistance improves efficiency and can reduce service resolution time by up to 40 percent. Use of augmented reality in technical services for an even better service quality and customer experience

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today announced the introduction of “Tech Live Look,” an Augmented Reality (AR) technology designed to improve technical services at Porsche dealerships in the United States.

“Tech Live Look” uses the AiR Enterprise™ software platform from Atheer, Inc., a leading provider of AR solutions, in conjunction with lightweight smart glasses. These high-tech spectacles feature the latest in projection technology and come equipped with a high-resolution, auto focus camera that shows even fine details such as threading on screws. The glasses include a powerful LED to illuminate dark spaces in the engine compartment or under the car.

How does this technology work? When a service technician at a dealership in Los Angeles dons this specialized eyewear and connects through the software with the Atlanta-based Porsche technical support team 2,200 miles away, it allows the support team to see exactly what he is seeing, in real time. This “see what I see” video-conferencing capability with instant access to remote experts allows both parties to quickly identify and resolve technical issues. It can also help decrease service resolution time by up to 40 percent, based on the findings of a pilot program undertaken in July 2017 at eight Porsche dealerships in California, Florida, Indiana, New Jersey, and Washington, along with one in Canada.



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“Tech Live Look” can do much more than just provide real-time video capability. It allows the technical support team to take screen shots or send technical bulletins and instructions onto the projection surface of the glasses while the service technician is working on the vehicle. This type of information exchange is far more efficient than sending emails and photos or explaining complex technical issues over the phone.

“Our main goal is to provide a better overall experience for our customers. Tech Live Look allows us to be more efficient and helps get vehicles back in the hands of our customers faster, all while still delivering exceptional service quality” explained Klaus Zellmer, President and CEO of PCNA.

“Tech Live Look” will officially launch in dealerships in North America in 2018.

About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 911, 718 Boxster and 718 Cayman sports cars; Macan and Cayenne SUVs; and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 300 people who provide parts, service, marketing, and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's nearly 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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