



Ubisoft is always extremely open to working with other companies, including outside the video game sector, and exploring different and innovative playing fields. Ubisoft and Renault have worked together before, having involved the Raving Rabbids in an ad film for New Scénic.

For this new collaborative effort, Renault called on Ubisoft to help design the SYMBIOZ Demo Car by contributing its technological and creative expertise in entertainment.

For Ubisoft, the project was a fascinating technical and creative challenge and an opportunity to work with several partners in Renault's orbit as part of an open innovation approach.

The aim is to bring the test-drive journalists a virtual reality experience developed specially for use on board the SYMBIOZ Demo Car in autonomous driving phases. The experience is contemplative, immersive and immediately accessible, with no learning phase and no use of accessories.

The idea is to highlight the "mind-off experience" concept and illustrate in an original and innovative manner one way in which to use the time freed up by autonomous driving.

UBISOFT IN SYMBIOZ DEMO CAR

During the experience, which lasts a few minutes, the drivers go on a virtual journey that takes them gradually from a realistic perception of the demo car and the road to an urban setting with a science-fiction atmosphere and finally to a natural and surrealist landscape.

The experience developed by Ubisoft is connected to the SYMBIOZ Demo Car and uses the data captured by the vehicle. For example, speed variations, lane changes and the surrounding vehicles will be reproduced as part of the experience. The inclusion of these data will bring the drivers a pleasant and comfortable experience as there is a correlation between what they see in the virtual reality headset and what their bodies and inner ears experience. It also makes the demo car experience unique and particular to each journey, while boosting the sought-after immersion and feel of adventure.

ABOUT US

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Rayman, Far Cry, Watch Dogs, and the Tom Clancy video game series. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2016-17 fiscal year Ubisoft generated sales of €1,460 million. To learn more, please visit www.ubisoft.com.