

LS GROUP DEVELOPED A CONFIGURATOR OFFERING AN IMMERSIVE EXPERIENCE FOR AIRBUS CORPORATE JETS CUSTOMERS

News / Business aviation



Airbus Corporate Jets is relying on LS GROUP virtual reality expertise to help its customers customise their business jets. Founded in 2007, Airbus Corporate Jets offers a range of business jets featuring the latest technologies. The recently launched ACJ TwoTwenty opens up a whole new market segment, the "Xtra Large Bizjet". Designed by Sylvain Mariat, the cabins feature advanced materials and systems, offering interior configurations and handcrafted fittings that can be customised according to customers' wishes, based on a catalogue of ambiances.

To provide sales teams with a versatile, mobile tool and allow customers to project themselves into their future aircraft, ACJ has teamed up with LS GROUP, a French company specialising in augmented reality and virtual reality, to create an immersive experience through a virtual configurator dedicated to cabin design. To push the boundaries between realism and the virtual even further, in May 2022 the aircraft manufacturer even opened an exclusive ACJ TwoTwenty design studio, featuring a life-size section of the aircraft.

Thanks to these innovations, customers can imagine and design their own interiors directly from the showroom, using virtual reality and specific models, accompanied by ACJ designers and technical specialists. One of the features of the configurator is the use of RFID sensors, which allow customers to choose and touch materials (leather, fabrics, carpets, wood, etc.), and to visualise modifications made to the interior using virtual reality. The device includes 6 zones and

200 objects that can be configured according to customers' tastes, a major challenge for LS GROUP, whose teams were dedicated to the project for many months in order to deliver the most accomplished and realistic solution to ACJ in record time.

Rama Gopal, Project Manager at LS GROUP, said: "Thanks to the UX team and their research, we were able to integrate all 200 materials into our configurator, allowing the 6 areas of the aircraft to be customised with 16 different layouts. We were also able to create animations with a quality close to reality. The engineering teams also had to do a lot of work on the hardware so that the configurator could be used as smoothly as possible."

"The current version of the ACJ TwoTwenty configurator doesn't allow you to view the interior of the cockpit or customise the exterior livery (paintwork) of the aircraft. Why not add a touch of customisation to our digital tool?" asks Nicolas Rios.

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