




DAIMLER | Mercedes-Benz Rescue Assist

Now featuring AR to see inside crash vehicles



BENEFITS

-  **Augmented reality mode displays internal components directly onto crash vehicle.**
-  **Additional VR mode for 3D model as well as original 2D rescue card diagrams.**
-  **Available in 23 languages on global app store for every Daimler vehicle from 1990 onwards.**

CHALLENGE

IMPROVE VISUAL REPRESENTATIONS TO INCREASE RESCUE SAFETY AND EFFICIENCY

Every second counts in a car accident. In November 2013 Daimler launched the MB Assist app for smartphones and tablets to provide rescuers with immediate digital rescue information about the vehicle model involved in a crash. Daimler wanted to improve the visual representation of structural information to once again improve the safety and efficiency for rescuers and crash victims.



SOLUTION

RESCUE CARDS SHOW HAZARDOUS VEHICLE COMPONENTS ON THE CAR WITH AR

Augmented Reality takes the Daimler Rescue Cards app “MB Assist” to the next level. Now, emergency services and first responders can use augmented reality to view internal components of every Daimler manufactured from 1990 onwards directly on the crash vehicle.

