

AutoTrader.com Releases First Automotive App for Leap Motion

First-of-its kind app uses 3-D motion control technology to give consumers an innovative way to explore new cars online

ATLANTA, July 9, 2013 /PRNewswire/ -- [AutoTrader.com](http://www.autotrader.com)® is releasing a new app that gives car shoppers and enthusiasts the ability to experience new vehicles online without physically touching a mouse, keyboard, mobile device or computer screen.

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/mnr/59578-autotrader-releases-first-automotive-app-for-leap-motion-controller>

(Photo: <http://photos.prnewswire.com/prnh/20130709/MM42370>)

Driver's View by [AutoTrader.com](http://www.autotrader.com) is the first automotive app to be released for Leap Motion. The Leap Motion Controller creates a 3-D interaction zone around a user's computer, allowing actions on the screen to be precisely controlled through natural hand and finger movements in the air. The Driver's View app gives users a three-dimensional sense of walking around the exterior of a new vehicle and sitting in the driver's seat, all controlled by a series of simple hand movements in front of their computer screen. The app was developed in partnership with EVOX IMAGES® – the comprehensive collection of still and interactive automotive imagery.

"This is our first exploration of gesture technology to help facilitate the car shopping process, and we see it as an exciting emerging opportunity," shared Nick Park, director of product innovation, [AutoTrader.com](http://www.autotrader.com). "This app starts to explore an immersive online experience that more closely replicates the live experience someone would have in a dealer showroom, and we look forward to hearing what consumers think."

Upon launching the app, users can swipe in front of their screen to explore more than 30 all-new or significantly refreshed 2013 and 2014 model-year vehicles. When they've found a car they'd like to experience, the user points to select the vehicle of their choice. They then have the option to explore the interior or the exterior of the vehicle.

In the interior view, by simply panning their hand up, down, left or right, the user can navigate through an immersive 360 degree view of the car's cabin, mirroring the experience they would have if they were physically sitting in the driver's seat. A clenched fist will stop the panning motion and hold the visual stationary; mimicking placing the hands at 10 and 2 on a virtual steering wheel and turning it left or right will return the view to a driver facing forward.

In the exterior view, the same panning motion mirrors the experience a shopper would have walking around a stationary vehicle on a dealer lot or other physical location. A clenched fist will also stop the panning motion in this view.

In both the internal and external views, annotations are visible near key features on the vehicle. When a user points at an annotation, more information appears about that feature.

"We focus on and are largely invested in innovation; part of that innovation is developing next generation image products. We are pleased to provide our 360 Interior Panoramas and 360 Exterior Spin products for AutoTrader.com's Driver's View app and explore the possibilities of gesture technology," said David Falstrup, CEO, EVOX IMAGES.

About [AutoTrader.com](http://www.autotrader.com)

Created in 1997, Atlanta-based [AutoTrader.com](http://www.autotrader.com) is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, [AutoTrader.com](http://www.autotrader.com)

aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com® auto marketing brand, is wholly owned by AutoTrader Group™. Additionally, AutoTrader Group owns Kelley Blue Book® (KBB.com) as well as three other companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto®, HomeNet Automotive® and VinSolutions®. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit <http://press.autotrader.com>.

About [EVOX IMAGES](#)

EVOX IMAGES is the largest library of consistent photo, video and interactive vehicle imagery. Evox strives to make content available as soon as vehicles are released, providing you with the most content on an unmatched delivery schedule. Every vehicle goes through the standardized Evox Production Process, which provides an in-depth view of every vehicle with consistent image content, lighting and post-production.

Driving Innovation in Automotive Imagery™

- Licensed by +22,000 U.S. dealer websites
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- Imagery available starting MY2000
- Now adding +2,000 vehicles per model year
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