




### Demonstration stand description

1.Exhibitor:	Sieńko i Syn Sp. z o.o. Białystok, 15-168, ul. Wysockiego 65
2.Name of demonstration stand:	<b>A Virtual Vehicle Configuration Stand</b>
3.Technology 4.0	Digitalization of the sales process – the usage of Cloud systems and Virtual Reality technology for vehicle configuration.
4. Overview photo	
5.Short description	<p>A stand for configuring Audi cars in real time with the help of digital systems that enable the adaptation of vehicle details to individual customer needs.</p> <p>The Audi's original system enables virtual configuration of the vehicle. Starting from the choice of the model, through the color of the varnish, the type of upholstery, supplementing with a wide range of accessories, options and packages, ending with the type of rim or tire, and even embroidery with luxurious decorative elements available in the Audi exclusive program.</p> <p>The program continuously displays the configured vehicle on the screen, thanks to which the customer not only knows exactly what his dream car will look like, but also goes to another dimension, making an amazing journey in the digital world.</p> <p>This process engages the customer much more and accurately presents the product chosen by him. The system also perfectly uses the personalization method and extends the sales possibilities of the advisor.</p>