

ABSTRACT

The technology that exists in this digital era has developed so fast, especially in the field of multimedia, one example is in virtual reality technology. With virtual reality technology, users can measure the environment that is simulated by a computer. Therefore, it aims to introduce education about sports cars on display through virtual reality technology. This virtual reality application was made in an atmosphere at various car brand stands at the exhibition. In the model stand, cars and car animations are created in the Blender application and then exported to the Unity application to interact with the signage. This virtual reality application is quite good in terms of appearance and provides fairly complete information about the cars at the sports car show. This application has been tested using 3 smartphones with different specifications and the results of software trials that run well.

Keywords: Technology, Virtual Reality, Android, Exhibition, Automotive, Cars