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TOGG X NEVA XR

ModeArt Transforms Your Smart Devices into Dynamic Art Galleries

Neva XR partnered with Togg to transform their T10X smart device into a mobile art gallery with ModeArt—featuring original digital art and new media.

The Challenge

Togg aimed to offer T10X users a unique, personalised experience beyond traditional automotive features. The challenge was to integrate innovative digital art and new media technologies into the vehicle, creating a dynamic and engaging environment. Achieving that would address the need for enhanced in-car entertainment and set Togg apart in the competitive automotive market.

The Solution

Neva XR and Togg co-developed ModeArt, an innovative digital art streaming platform that transforms the T10X into a mobile art gallery. The solution integrates original digital artworks, AI-driven content, and 3D music, offering a unique and immersive in-car experience. The collaboration involved Togg's software, design and marketing teams working closely with Neva XR's developers and UX designers. The result is a groundbreaking platform that enhances user engagement and personalisation.

The Outcome

The collaboration successfully launched ModeArt, which became one of the top five most downloaded apps on Togg's Tru.Store, with over 1.2 million downloads. This breakthrough has significantly enhanced user engagement and brand differentiation for Togg, offering customers a unique, immersive experience in their T10X vehicles. Looking ahead, the project's success opens doors for further innovations in in-car entertainment and new media applications. Further plans include expanding the platform with more artists and AI-driven features, with potential for commercialisation beyond automotive applications.

Project Highlight

Neva XR's ModeArt app ranked as one of the top downloads on Tru.Store, with over 1.2 million downloads. ModeArt ranked fifth, while AI Radio also performed well, further driving user engagement and contributing to improved ROI through increased customer retention and satisfaction.

Neva XR

Neva XR helps its customers enhance the mobility experience through innovative digital art, media technologies and AI experiences

Neva XR's product transforms a car into a new medium through innovative media experiences by integrating immersive digital art, AI-driven content, and music.

NEVA**XR**

Headquarters
Stuttgart, Germany

Founded
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No. Employees
11 – 50

Website
www.nevaxr.com

Acknowlegement

We would like to express our sincere thanks to Ahmet Duran (Togg) and Mehmet Unal (Neva XR).

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About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations.

The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation.

Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results.

Over the years, the platform has successfully cultivated over 500 projects with more than 350 startups since its founding in 2016.

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