Porsche Museum launches live online video tours to a global audience with GoInStore

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GoInStore (http://www.GoInStore.com) enables car enthusiasts to journey ‘in person’ through the heritage of Porsche automobiles from the comfort of their own home

LONDON, UK: Wednesday 22nd November - Porsche is now offering car enthusiasts immersive online access to one of the most spectacular car museums in the world – the Porsche Museum (http://www.porsche.com/museum). Through GoInStore’s experiential real-time video technology, visitors to the museum website can experience a live, host-guided virtual tour of Porsche’s range of historic and modern vehicles showcased at its famous car museum in Stuttgart-Zuffenhausen, Germany.

GoInStore’s technology enables online visitors to explore Porsche’s unique history ‘in person’, without having to travel to the museum. Website visitors can now take an expert-led tour of exhibits on show in the 5,600-square meter venue, which is situated next to the headquarters of Porsche AG.

“This solution helps us to make the Porsche brand and the unique history of the company tangible for a wider group of people around the world,” explains Achim Stejskal, the director of the Porsche Museum, highlighting the new opportunities offered by digitisation. "Whether you are based in the USA, Russia or Brazil – everyone in all countries and regions of the world will be able to interact with us online. The virtual tour gives users the feeling of being right there in the exhibition.”

Using GoInStore’s technology, which offers interactive tours using a live one-way video stream and two-way audio channel, visitors simply click on the GoInStore ‘Live video tour’ button on the Porsche Museum’s website to access an online virtual tour of the venue. Many of the cars on display are rare and of historical significance, from early 20th century models like the Porsche 356 Roadster (1948) to more modern classics such as the Carrera GT (2003).

The live interactive virtual tour is with a Porsche Museum tour guide who helps website visitors to learn more about the iconic cars and history of the most profitable automotive manufacturer in the world. André Hordagoda, GoInStore’s Co-founder, commented: “Porsche has always been known as an innovator in the automobile sector and their recent implementation of our technology is no exception. Visitors worldwide can now take a live virtual tour of the Porsche museum in real-time without having to be physically present – a dream for many car enthusiasts who may not have even considered being able to see around this amazing building with its fantastic collection.”

The implementation of the solution in the Porsche Museum was led by Porsche Digital GmbH, a wholly-owned subsidiary of Porsche AG, and GoInStore. According to Thilo Koslowski, the CEO of Porsche Digital, the collaboration with GoInStore is another logical step in the company's digitization campaign: “This project gave us new ideas for future concepts and customer experiences.”

Online video tours of the Porsche Museum are held every Tuesday to Sunday between 15:00 and 17:00 GMT / 16:00 and 18:00 CET. Please visit www.porsche.com/museum to join a tour.

For further examples of GoInStore's innovative and immersive live video technology in action, please visit www.goinstore.com.

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About GoInStore
GoInStore humanises online commerce and experiences with its leading immersive live video technology solution. By connecting staff at physical locations to website customers, GoInStore enables rich online human interactions that have successfully increased revenues for companies across sectors including retail, automotive, hospitality and property.

Founded in 2014 by two retail technology veterans, GoInStore's technology is changing the way consumers browse and buy globally.

GoInStore's technology and expert team provide our clients the skills and platform they need to create immersive, live video streams to help address the vast disparity in customer experience and conversion rates they face between physical and digital channels.

By connecting locations, products and staff to online customers in real-time and enabling rich interactions, GoInStore successfully increases online conversion rates and revenue for companies in many sectors including retail, automotive, hospitality and property.

Headquartered in London, UK, GoInStore supports companies globally including Porsche, Farfetch, Dyson, Axel Arigato, Marriott International, Thomann, Redrow and DFS.

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