

SONY
APEX

MARTY LEE

WHY

IN A SELF-DRIVING WORLD:

People commute autonomously

Manual driving becomes restricted or rare

Younger generations grow up without learning performance driving

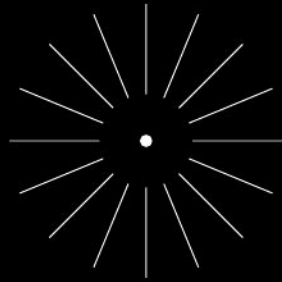
Sony APEX

As autonomy removes the need to drive, APEX preserves the
human desire to master motion.

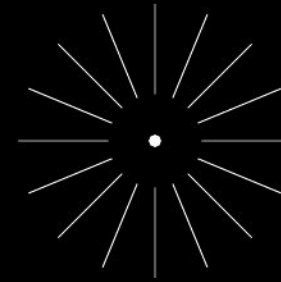
None currently offer the fully enclosed immersive experience to the APEX vision — which would be positioned at a much higher level of experiential technology than existing competitors.

PERSONALIZATION

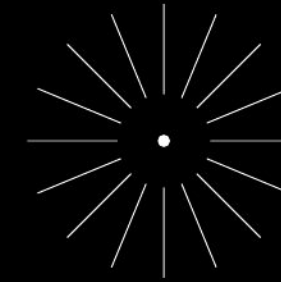
One machine. Every car.



Multiple seating positions



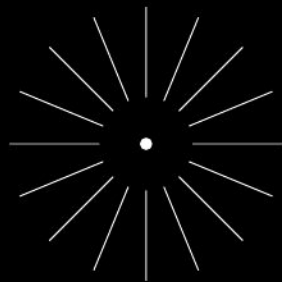
Experience cars that are
unforgettable



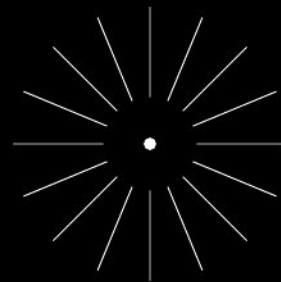
Practice exact ergonomics

IMMERSION

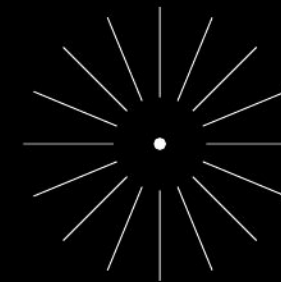
You're not just seeing speed. You're feeling the environment.



Hyper-realistic sounds of
racing



Wind simulation tied to
speed



Temperature changes

USERS

The people Sony Apex was made for.

01

Seoul, South Korea

02

46 Years Old

03

Autonomous daily
commute

04

Driving only exists as a
memory

05

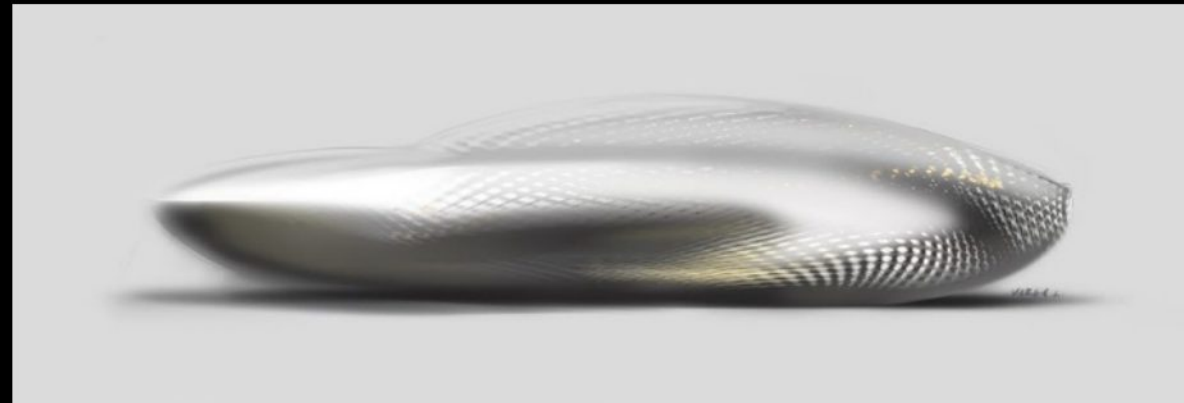
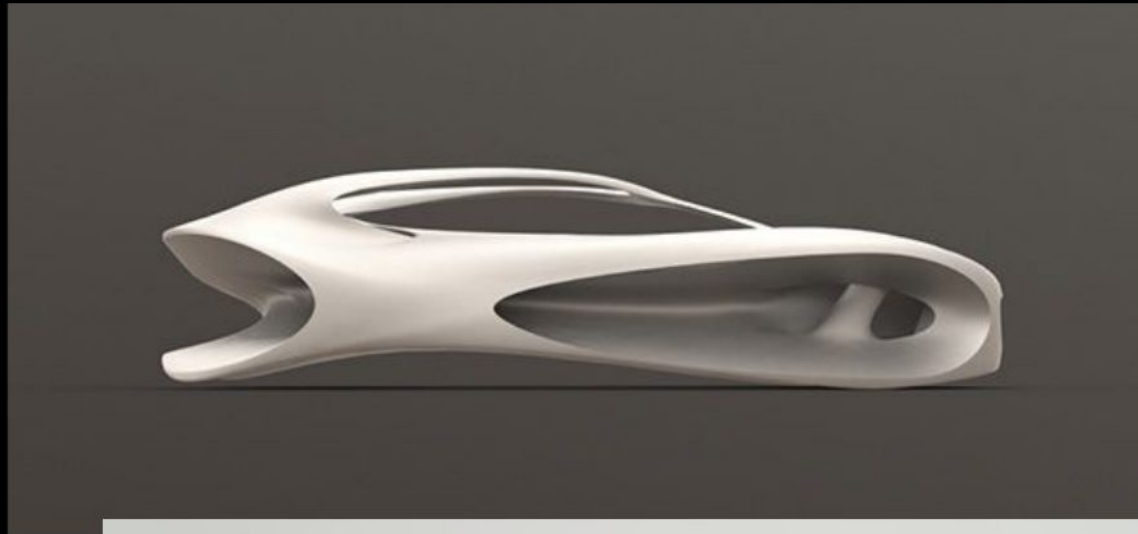
Needs personal escape
from work pressure

DANIEL PARK
TECH EXECUTIVE / INVESTOR

WHAT APEX MEANS TO HIM

A return to control in a world where everything is automated.

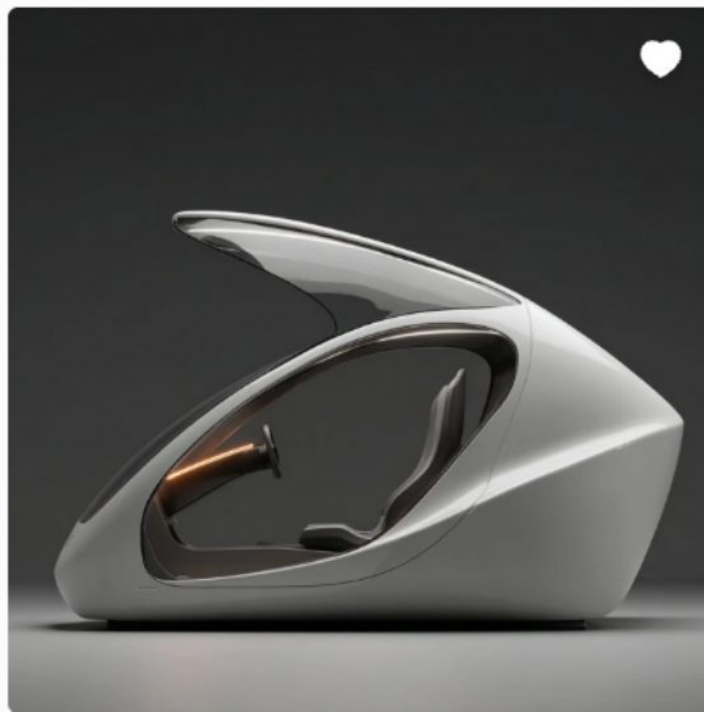
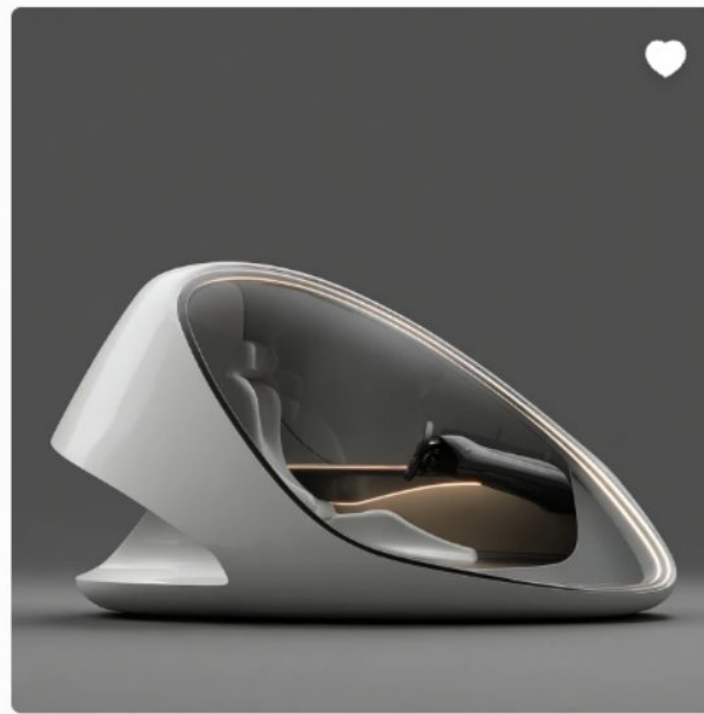
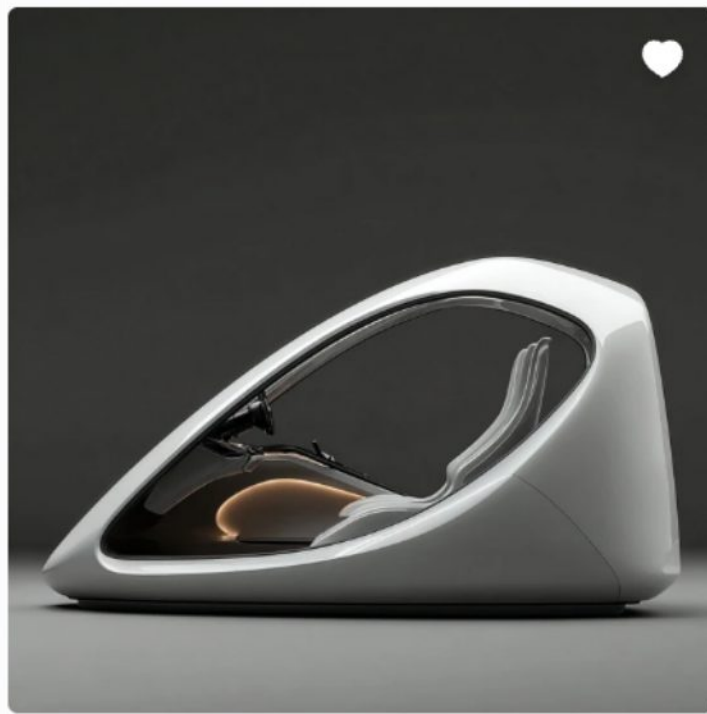
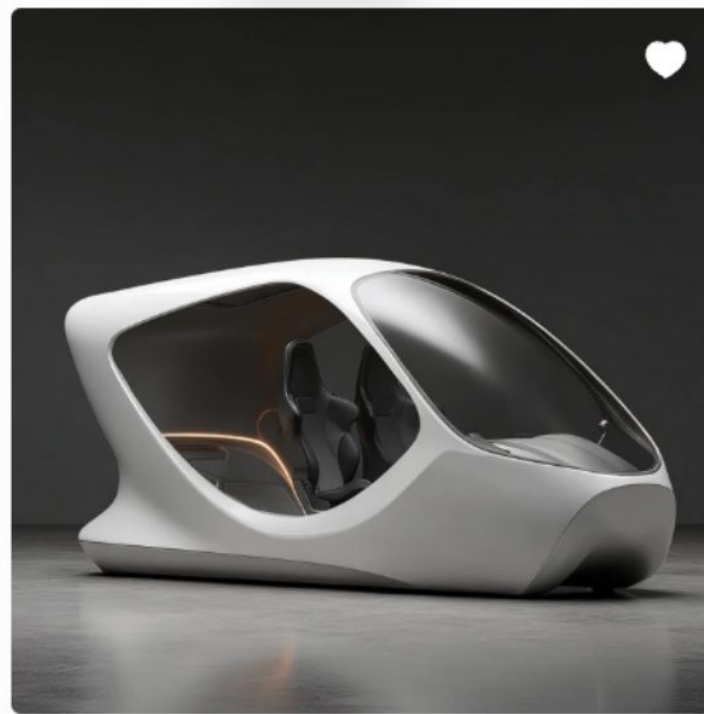
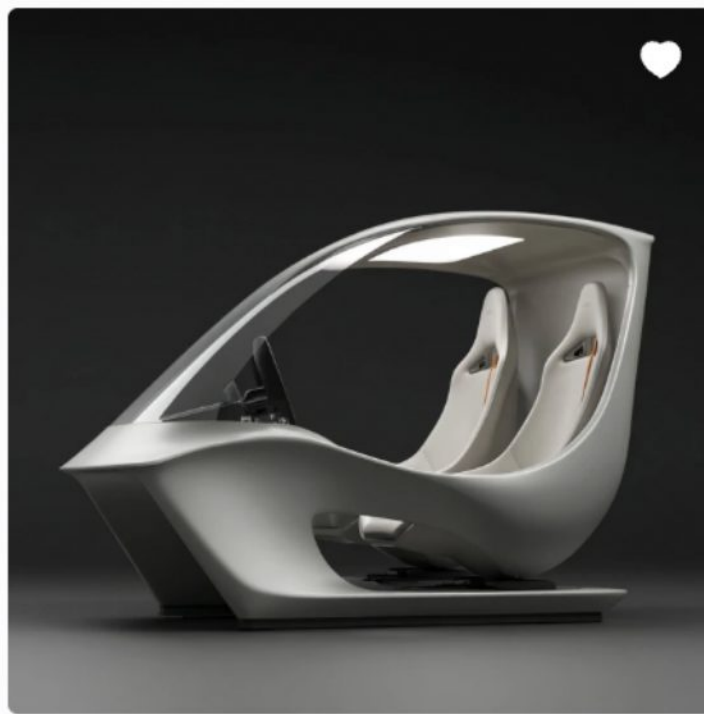
REFERENCE PHOTO



MOODBOARD



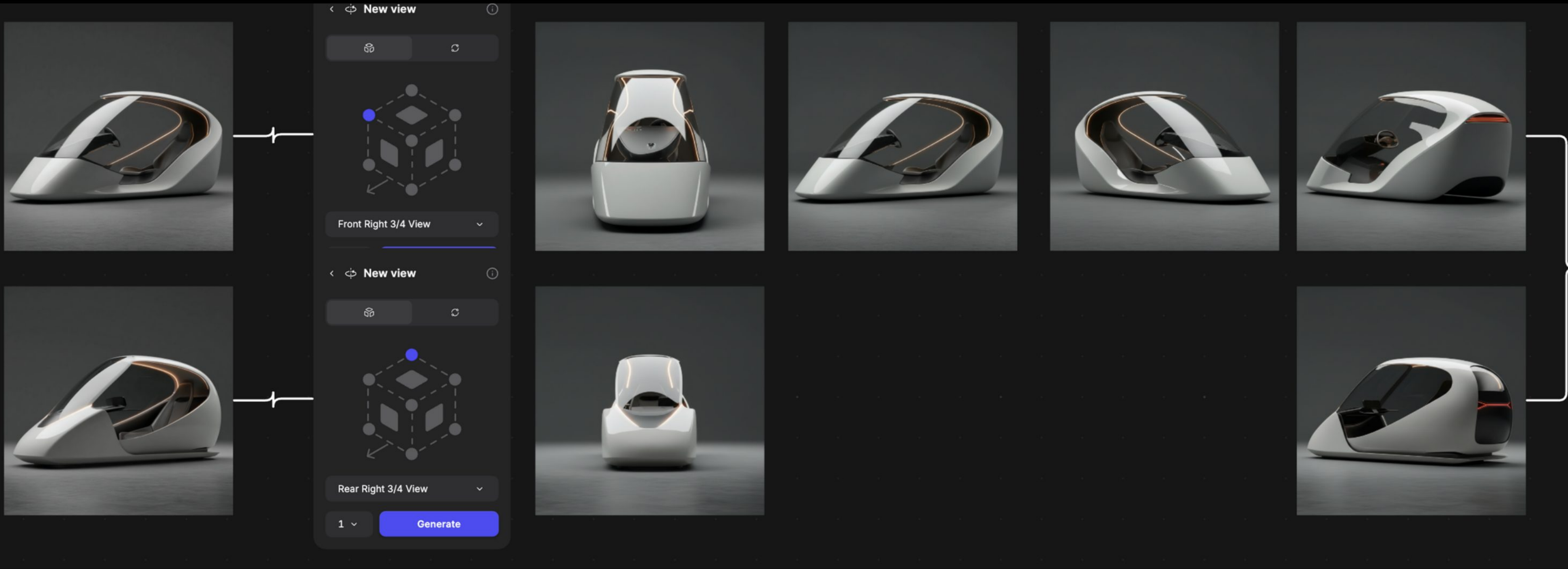




SONY



REAR DEVELOPMENT



REAR DEVELOPMENT



Modify

12



I want to keep the design of 1 but make the rear have the design that 2 has





Aspect RatioOriginal

ModePro



Modify

1



make it more of hatchback body





Change...Make...Remove...

Add...Imagine...

Aspect RatioOriginal

ModePro



SONY



REAR DEVELOPMENT



Modify

1

lower the overall stance of the form. make it shorter in height while keeping the design exactly how it is

Change...

Make...

Remove...

Add...

Imagine...

Aspect Ratio

Original

Mode

Pro



Modify

1

make the black part of the back a one flat surface that is slanted 70 degrees. Make it indented so that there is a slight difference between the body panel and the screen.

Change...

Make...

Remove...

Add...

Imagine...

Aspect Ratio

Original

Mode

Pro



REAR DEVELOPMENT



Modify


make the roof a flat panel while keeping the design of everything the same





Change... Make... Add...

Remove... Imagine...

Aspect Ratio Original

Mode Pro



Modify


make the body line along the window a straight body line instead of curved lines while keeping the overall design the same





Change... Make... Remove...

Add... Imagine...

Aspect Ratio Original

Mode Pro





REAR DEVELOPMENT

<

Modify

1

make the rear black part be more flatly laid and make the body line from the black panel be more straight. other than that keep the overall design exactly the same

Change...

Make...

Remove...

Add...

Imagine...

Aspect Ratio

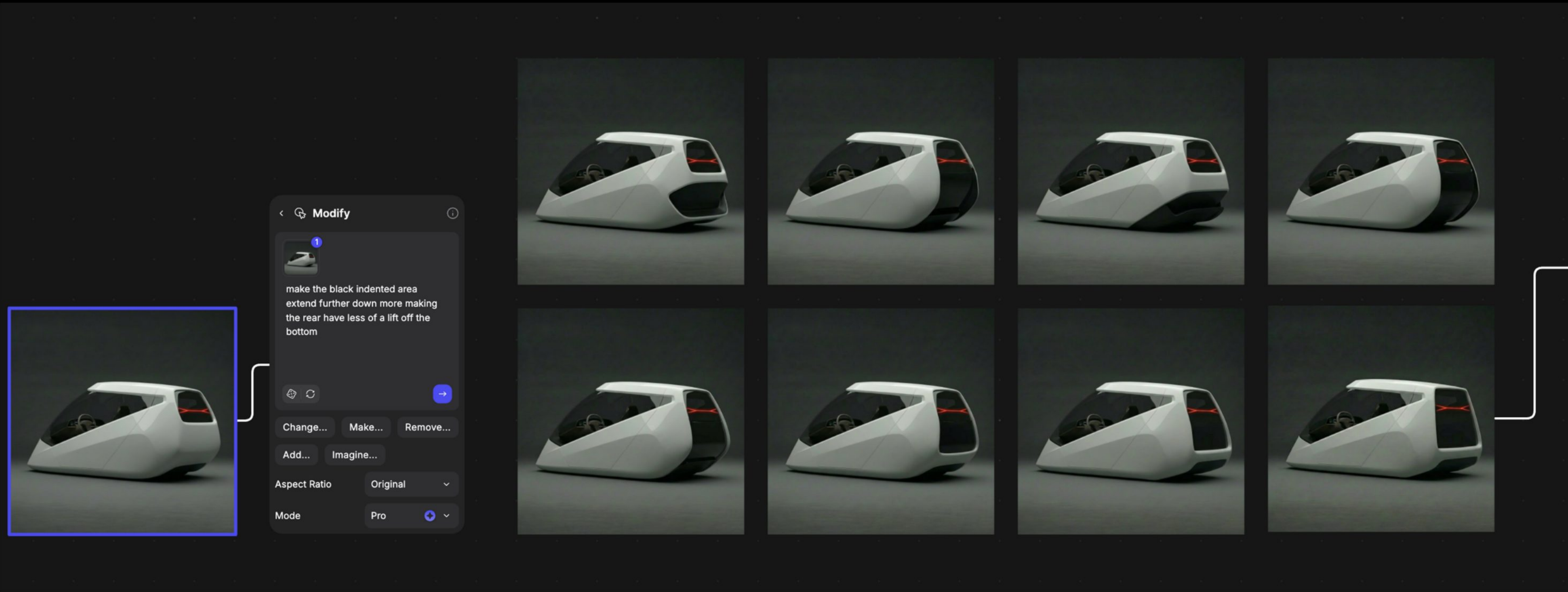
Original

Mode

Pro



REAR DEVELOPMENT



REAR DEVELOPMENT



<

Modify

1

2

3

Using @1,@2,@3, without changing the design, create a rear left 3/4 view

Aspect Ratio

Original

Mode

Pro



STAND OUTS





<  Modify 



Futuristic immersive racing simulator pod, refined speedform-driven design, aerodynamic tension lines, sharper surface breaks, compressed front profile, elongated canopy flow, dynamic forward-leaning stance, seamless continuous surfacing, high-gloss light gray composite shell, subtle metallic accent trim, transparent canopy, premium photoreal rendering, studio lighting with strong highlight reflections emphasizing curvature, industrial design concept exploration



Change...

Make...

Remove...

Add...

Imagine...

Aspect Ratio

Original



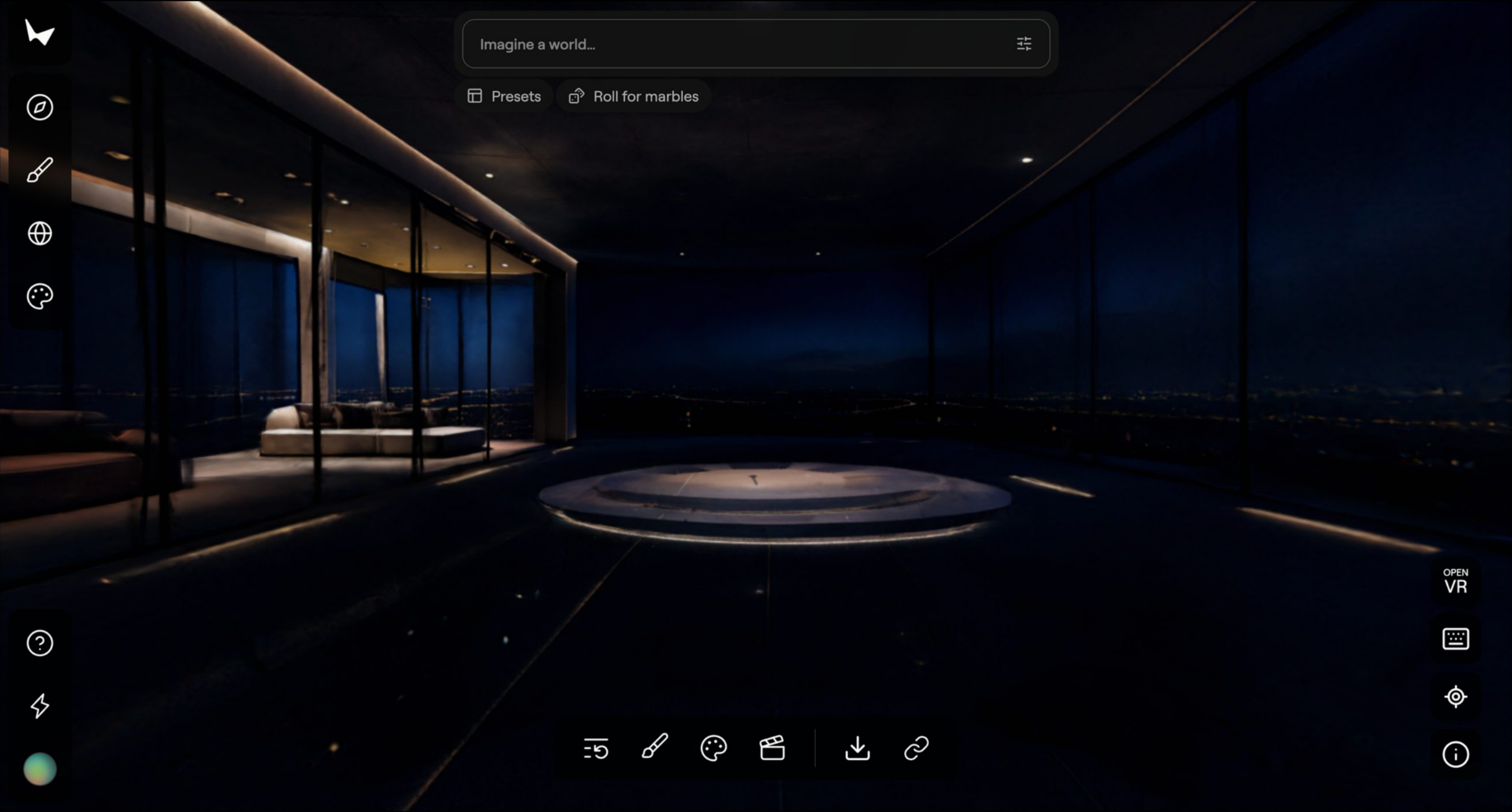
Mode

Pro

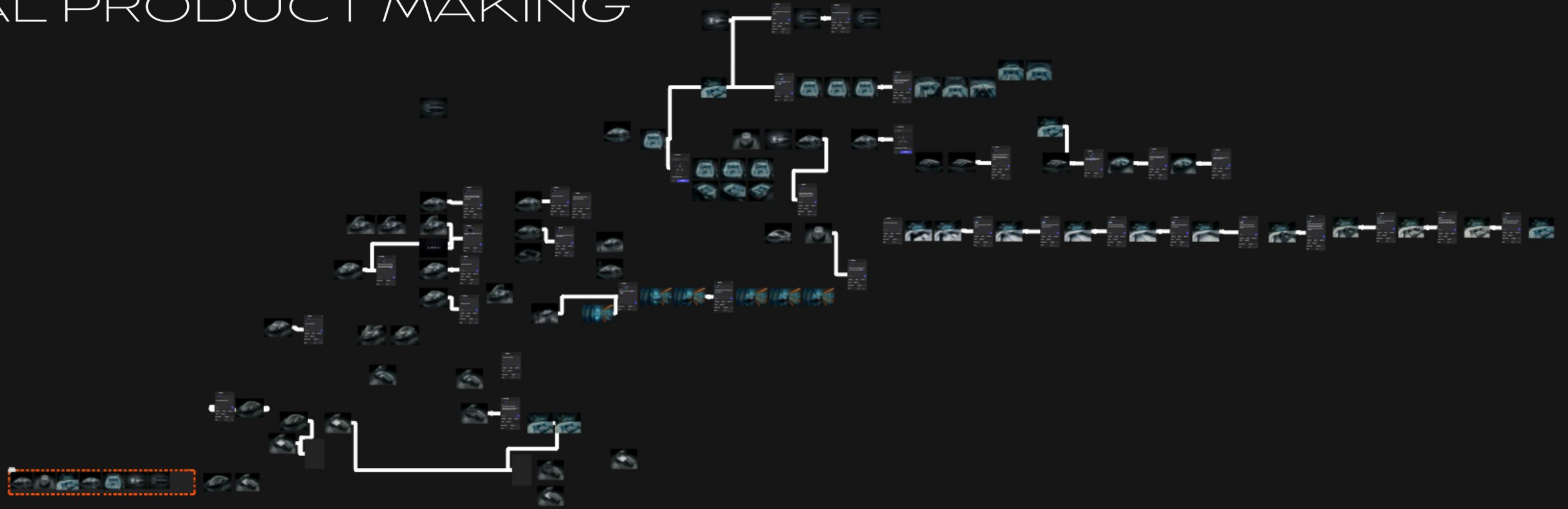


UPDATES

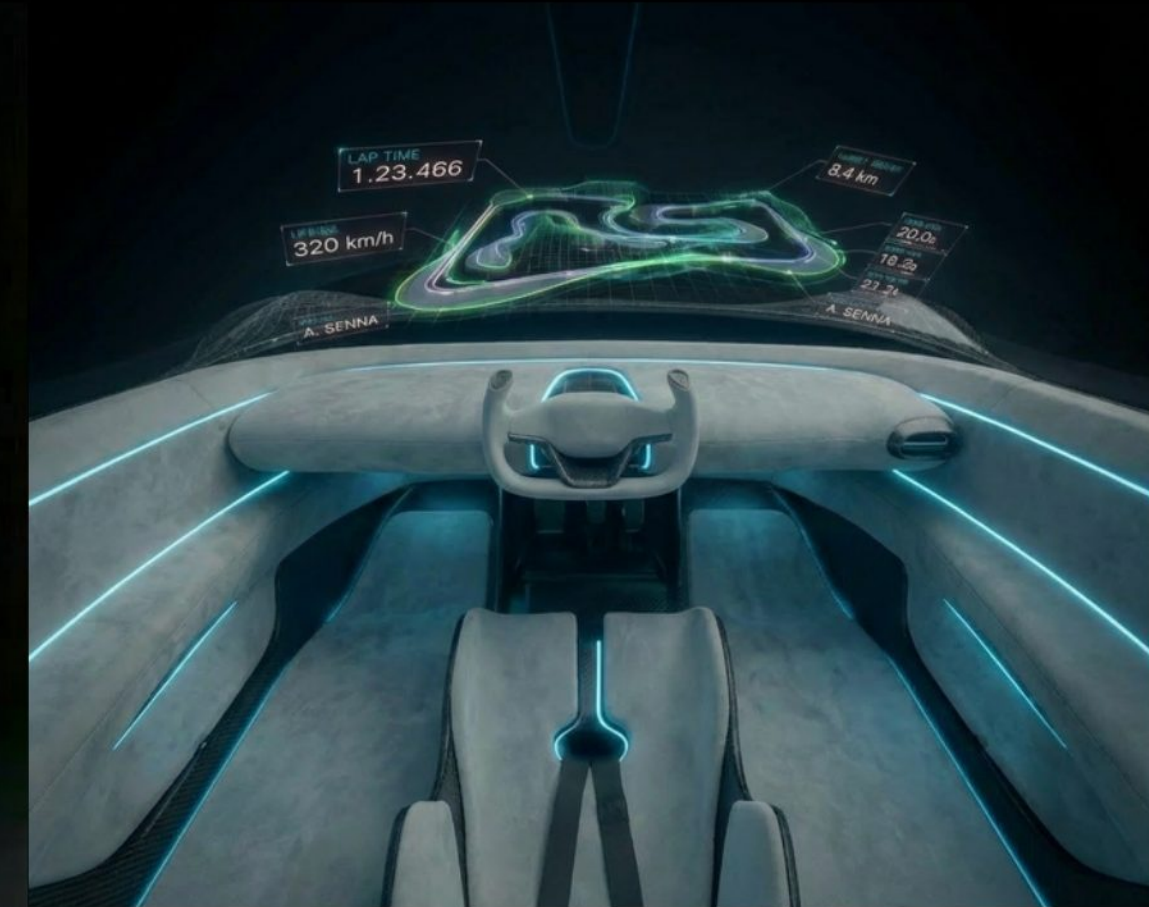
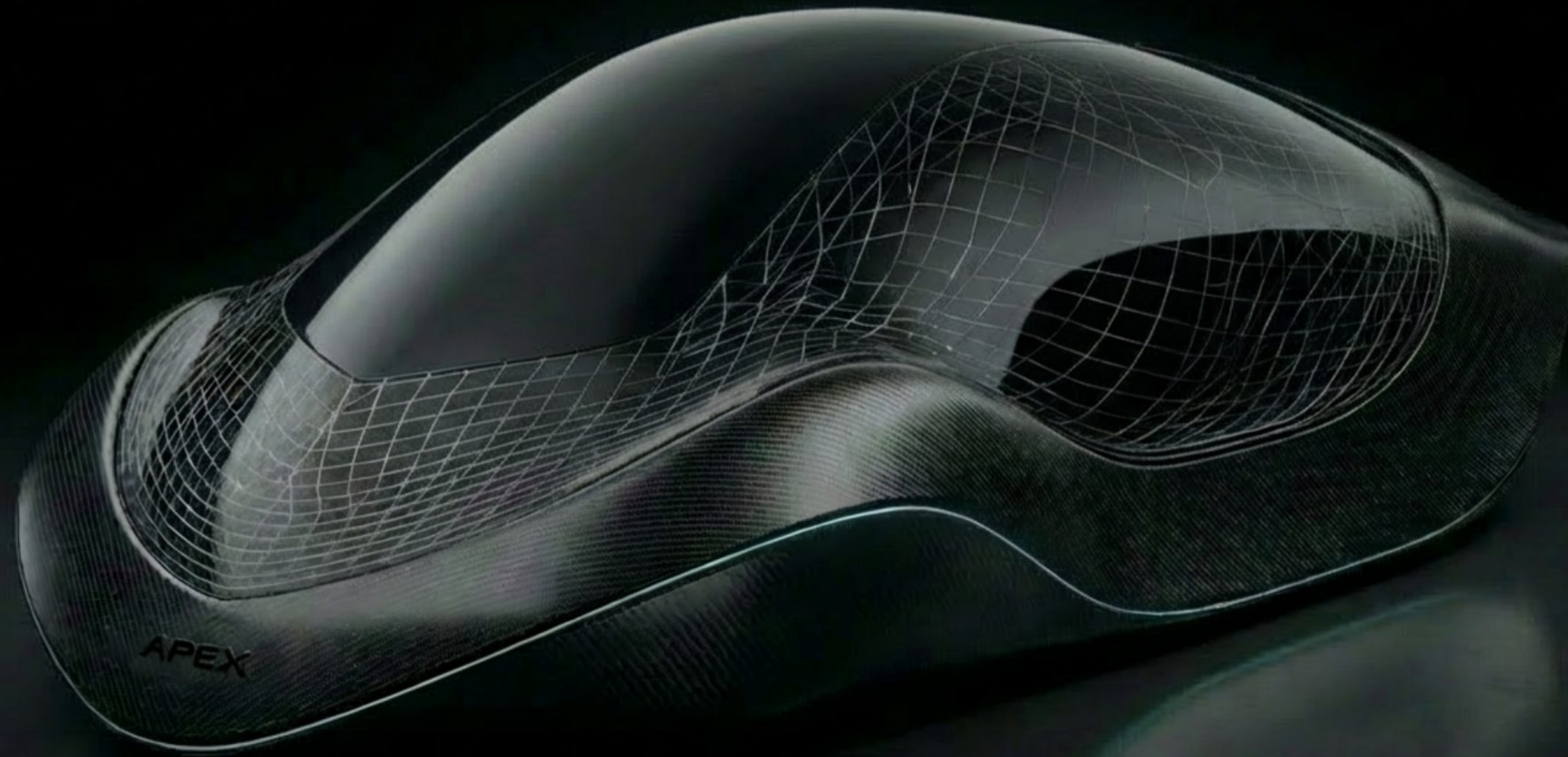
MARBLE ENVIRONMENT



FINAL PRODUCT MAKING



FINAL PRODUCT



FINAL VIDEO



THANK YOU

APEX