

【Program #3】

Examples of utilizing digital technology and distinguishing between digital and real-world usage

12:55 - 14:00
Wednesday, 30th October

Facilitator

Yoji Ohtani
Mitsubishi Motors Corp

Speaker 1

Takayuki Aikawa
Isuzu Motors Limited

Speaker 2

Wim Van Roy
WFFMM Vice Chairman

Virtualization of CSR Activities and Future Outlook of Corporate Museums (Expanding the Value of Corporate Museums)

Speaker : Takayuki Aikawa (Isuzu Motors Limited)

■ Virtual School Field Trips

Local elementary schools offer real and virtual hybrid factory tours for elementary school students.

■ Virtualization Efforts for CSR

Isuzu Town aims to provide online job introductions, traffic safety information, and manufacturing-related information.

■ Implementation of Various Experience Classes Utilizing Isuzu Plaza

Paper craft classes, traffic safety classes

■ Enhancement of Isuzu Plaza's Virtual Content

In addition to dioramas and simulators, visitors can experience the future of "transportation" that Isuzu aims for. Consider creating a future exhibition booth.

AI in Motion - Transforming Motor Museums

Speaker : Wim Van Roy (WFFMM Vice Chairman)

The digital revolution, spearheaded by Artificial Intelligence (AI), is redefining motor museums by enhancing curation, conservation, and visitor engagement. This presentation will showcase a selection of AI tools, including ChatGPT, Bard, Copilot, image generative technologies, and machine learning for predictive maintenance, which collectively elevate the museum experience and the preservation of automotive history. We will explore practical applications, such as AI-driven chatbots for interactive visitor tours, image generative AI for visualizing historical vehicles, and data analytics for tailoring exhibits to visitor preferences.