



[www.china-motor.com.tw](http://www.china-motor.com.tw)

## China Motor Corporation Overview:

Founded in 1969, CMC is Taiwan's leading automobile manufacturer with four plants in both Taiwan and China. CMC has not only built up a 'Technical Assistance' (TA) relationship but also established a joint venture with Mitsubishi Motors Corp. In addition, CMC also invested in SEM (Southeast Motor), which has been ranked as one of the top automobile manufacturer in China. Apart from Taiwan and China, CMC also expands its overseas market, including Southeast Asia, Middle East, the United States, Latin America and North Africa. The CMC product line includes passenger, recreational, and commercial vehicles. CMC business operations also include component, mold and fixture tool manufacturing, and aluminum die press casting and tooling.

## The Challenge:

CMC was looking to launch a Project to create an Online Virtual 3D Showroom that would showcase its automotive product offerings over the web. The launch of this showroom was to coincide with the 2004 "Drive Into Tomorrow" Taipei Auto Show (Jan 3-11, 2004). With no current 3D digital image media, the project would encompass finding the right partner with the software tools and technology expertise required to help deliver a complete end-to-end solution including Image Content Creation, System Integration, Database Integration, Project Management, and development of Marketing Initiatives.

## Solution:

CMC chose Natural Data Asia Inc. (NDAI), iseemedia's partner in the Asia Pacific region to lead the Project and selected iseemedia technology to deliver the Project requirements. NDAI along with CMC team members used iseemedia's Photovista 3D Objects software to create the high-resolution 3D Image Content in the Flashpix file format and integrated the Zoom Image Server Enterprise edition for Red Hat Linux with a My SQL database.

## Results:

- Easily integrated solution allowing the Project to be launched in time to meet the Auto Show deadline
- Online visitors able to Zoom and interact with high-resolution 3D automobiles over low bandwidth
- An enterprise solution that could handle the high traffic from the launch surrounding the Auto Show
- Attracted more than 330,000 online visitors during the nine day Auto Show.

## Key Technologies:

- iseemedia Zoom Image Server Enterprise Edition
- Asus Hardware (1GB RAM; 1CPU)
- Red Hat Linux ES 3 Operating System
- iseemedia Photovista 3D Objects
- iseemedia Zoom 3D Object Viewer
- My SQL Database

## The Bottom Line:

“Being selected by China Motor Corporation to deliver their Online Virtual Showroom is a significant step for iseemedia technology into the Asian Automotive market. China Motor Corporation is the largest automobile manufacturer in Taiwan and we are pleased to deliver iseemedia’s industry leading Enterprise solution to them. With iseemedia’s full end to end solution we were able to provide a “One Stop Service” to CMC including system implementation, digital content production, project management, training, consulting, and marketing promotion to support CMC’s project.” - **Peter Kuo, President, Natural Data Asia Inc.**



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