RealFeel is a new product being made available to Xbox Live users which teaches the very basics and the essential requirements for learning how to drive and/or operate a motor vehicle. It creates a virtual driving experience by allowing the user to move and operate a motor vehicle using hand gestures through the motion detection capability of the Xbox Kinect. RealFeel will have a portable connection with the Xbox Live console, and revenue will be generated through sales from retail stores.

RealFeel is a virtual driving assistant product that will prepare the Xbox Live user for the state driving exam. RealFeel is operated by a steering wheel, which closely resembles an actual steering wheel from a car. The steering wheel is used along with an online driving tutorial which shows the user the basics of learning how to drive. For example, basic driving options include learning how to parallel park, how to start/stop a vehicle, and turning guidelines. The user will also have the option to take online virtual exams in preparation for their actual exam. In addition to learning how to maneuver a motor vehicle correctly, RealFeel has the option of taking the user on a virtual experience on different roads through various conditions. The aim of the app is to provide an experience to the user that not only teaches him/her how to drive but also prepares them for a driving exam.

The main revenue stream for RealFeel will be through sales from retail stores. While the online driving tutorial comes with the product, a premium service will be offered for users who would like to learn how to drive manual transmission, as opposed to automatic. RealFeel will be promoted to teenagers and adults who are interested in practicing for a driving exam, or those who would like to get a feel of how driving actually is.