
# Formula 1 connected app ideas for sponsors

# Go Mobile, Go app

- Smartphone penetration is booming all over the world, so does the number of applications that makes our everyday life easier and can convey info in a realy engaging and entertaining way.

- In the following, we will present some exciting Smartphone Application ideas – partly using Augmented Reality - connected to F1, which we think can engage fans, ensure that the brand is connected to F1 strongly.

- Concept elements are interchangeable - however if you have a specific brief, we would be glad to generate new ideas for that given purpose.

- The following images are just illustrations – the whole application would be branded, according to F1 or the your brands' guidelines.

F1

# Examples

Some of our concepts contains Augmented Reality elements - to understand these, it helps to check the following our demo showreel.

Augmented reality (AR) is a simple live video mixing – adding and connecting virtual elements to the live, real time camera picture.


Link

# Framework

- The apps are for iPhone and Android (the most wide-spread operating systems worldwide), and would be freely available from the App Store and Google Play.
- To download them, users have to have 3G or Wifi coverage – but after that, they could be used off-line.
- Apart from making these applications public, some of them can be used in various types of activations – in malls, on the streets, or at the given race-courses.
- The activities performed in the app are automatically posted to social media platforms, thus generating further attention, social interaction and downloads.
- When a customer buys a sponsoring product, he gets a small card with race cars and pilots on them, that function as printmarkers for rich media (video, text, sound etc) and 3D interactive AR contents about F1, cars and pilots and triggers other entertaining functions, like the helmet designer.

# Concepts


Helmet Designer


Race Course


F1 car


Driver


The Champion

Change the tires


Best Guess

Car Cards


In the middle of attention


Oculus

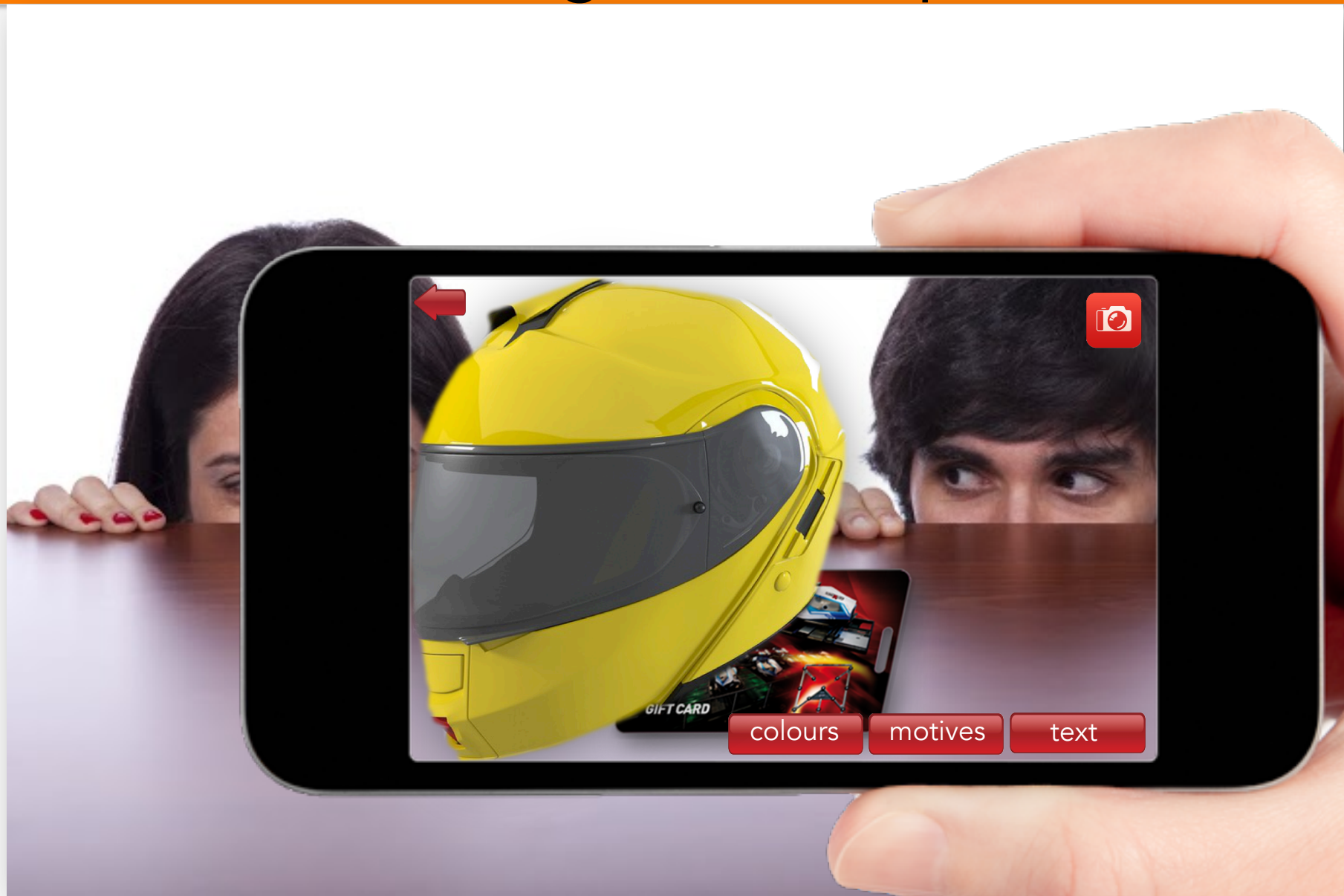
Race after race

# Helmet Designer

- The app gives the oppurtintiy to ordinary people to virtually wear the helmet of the champions or their the helmet designed by themselves.
- By capturing a printed page (leaflet, print ad, giftcard from the hostesses) or a box/can, a 3 dimensional, branded helmet appears in AR on the screen of the device. The app offers colours, motives, images to add to the helmet – and finally even the name of the fan (or some other text) can be added.
- Now its time to put it on, make a photo of myself and share on Facebook and wait the votes to arrive.
- The winner design will be actually manufacture and sent to the designer.

# Helmet Designer – the card in real life

# Helmet Designer – the card in AR through a smartphone



# Race course

- By launching the app, and pointing the device towards a printed marker, product, the F1 racecourse appears in 3D on it like a very detailed living maquette. Apart from the grandstand, the pitbox, the trees and the buildings there are moving elements as well – the flags are swaying, trucks are going around on it.
- There are 3 menu points in the app
  - **Live 3D race:** When a race is taking place the 3D virtual cars can be seen live, real time on the screen as they are competing on the racecourse. (The app is connected with the GPS system of the race and visualize the changing positions of the cars on the virtual racecourse).
  - **Race playback:** Previous races can be played back any time
  - **Game:** The player has to drive a race car on this virtual racecourse and collect the parts of a race car/or products scattered around the racecourse. If he manages to assemble the whole car from the parts, he enters the a final draw for big prizes.
- Apart from the marker based solution another, a Giant view is integrated in the app – in this case the course and everything else appear around the foot of the user, like he would be standing in the middle of the course, like a Giant.

# Race Course

# F1 Car

The app makes it possible for everybody to sit in a F1 car on the starting grid and experience the rush of adrenalin the real drivers have.

- The 3D car
  - After launching the app he will see the branded virtual F1 car assembled from its parts in 3D on a printed surface or just simply around himself. When its ready, he can rotate it, zoom in or out discovering every little part of the car.
  - By taping hot spots the functions of the given parts are explained in text boxes or by narration.
  - By selecting the X-Ray menu point, the car reveals every little detail under the chassis.
- On the grid
  - If by clicking on a button, he sits inside the car, the screen will be framed by a visor, like he is wearing a helmet, he will see the technical staff and the pit babes standing around him and in the background the other cars and stands with the crowd. The engine is roaring, the team manager is talking to him in the radio – the experience is full.
  - This is a 360 degree panoramic video placed around him and the car.
  - Then everybody goes away, the engines are getting super loud, the lights go red and then green and then .....
- Configurator
  - Apart from this unique experience, the user can change the colors, design of the branded car
  - Then he can share a turntable video of the 3D car, with his names on it on any socialmedia.

# F1 car/Xray

# F1 car/On the grid

works
augmenting
reality

# Driver

By downloanding and starting the app fans will enter a competition where some of their most important driving skills will be tested. First they can train alone then enter the real race with other fans. The leaderboard can be checked on the Facebook page/tab of the company – and at the end of each week the first 6 will be awarded with prizes and points. When the season ends the world champion will be announced here as well. So the main tests are:

- Reflex race:
  - The user can see a traffic light on the top of the screen that is changing from red to green. As it turns to green the user has to push the start button as fast as he can, with the shortest reaction time.
- Gear shift:
  - An accelerator pedal and gear shift lever appears on the screen. The driver has to tap the pedal, the engine starts to rev up, the noise getting louder, then he has to shift with the lever at the right times, reaching 8th gear, so he has the highest velocity within the given 30 sec.
- Tire mark:
  - The user first has to select from 3-5 types of race tyres. Then a straight road appears on the screen as he drives on it with 100km/h. Then, randomly a yellow line appears in the distance. The driver has to tap the brake pedal on the screen at the right time so he stops as close to the line as possible

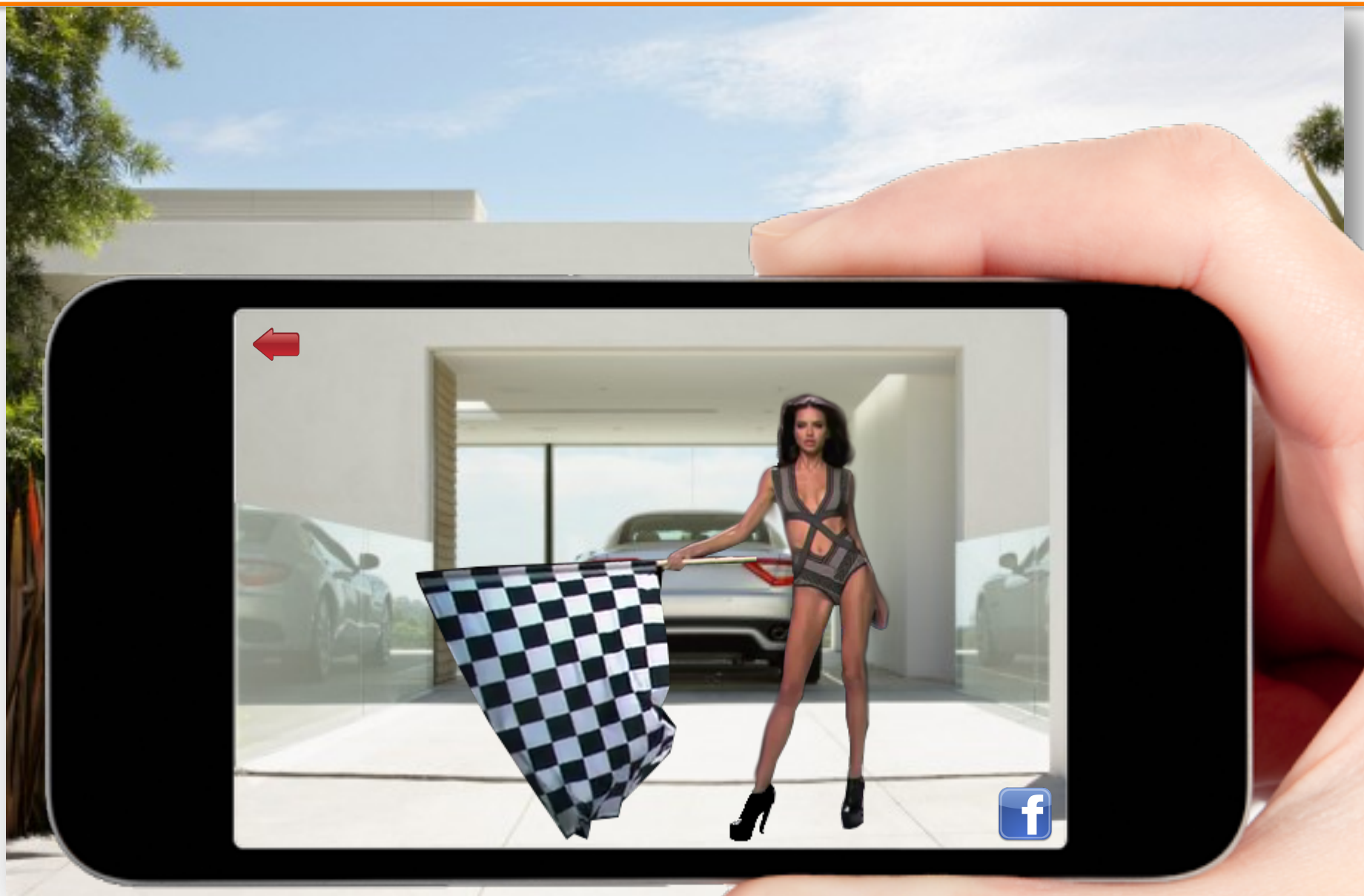
# Driver/Tire mark

# The champion

With the app fans can enjoy alll 3 main situation of winning – Arriving first at the finish line, standing on the top of the podium and having a champaign and trophy in their hands.

- The flag:
  - After starting the app, on the real camera view a chequered flag appears - even its handle can be seen. By waveing the phone, the flag starts to swing just like the real one and the noise of the appearing racecar is triggered.
  - The user can make a photo or video with the swaying flags in any situation - with the real race in the background, in front of his own or his friends' garage, as the driver drives off, or in front of a toy matchbox on the table. This is up to their creativity. The recorded photo or video can be shared on FB or other social median.
  - In the app there are short AR videos with the most attractive pit babes waving a flag. The user can select one of them and record a video with the hostess the same way as described above.
- The Podium
  - The user can make a photo of himself, cut it around and place it on the top of the podium in front of a fully branded picture.
- Champaign and trophy
  - On the screen the user can see a bottle of sparkling champaign on the camera view in AR. When he shakes his phone the pressure grows and the cork shoots out from the bottleneck while the champgne showers. Now he can make a video with the racing cars and his friends in the background.
  - Even the trophy can be displayed in AR that can be positioned by the user anywhere on the picture.

# Illustration/The flag



# Change the tires

- Holding the phone over a predefined printed marker, (or even a product) a virtual 3 dimensional AR racecar appears on the screen.
- The task is to change the tires of the car as fast as possible. It can be done by rotating the car in 360 degrees, so the tire which has to be changed is in the middle of the screen. Then the screws has to be taken out with the pressure, (4-6 screws/tire)  then drag and drop new ones and screw them on - by positioning the screws and by pressing the screwheads with a finger. (While the authentic sound of hydraulic screwdriver can be heard.) When all of the 4 tires are changed the clock on the screen stops.
- The time uploaded to a leaderbook on the facebook page of the company and weekly winners are announced
- This concept can be used at mall activations as well

# Change the tires

# BestGuess

- With the app, F1 enthusiasts can feel the excitement of forecasting some key moments of each race.
- After downloading the app, users can guess on 4 different topic for the upcoming races of the season.
  - who wins the training
  - who wins the whole race
  - who will get the best lap time on the race
  - which team will change tires the quickest.
- After each race, everybody receive virtual F1 points, depending on how many topic he guessed well.
- If the user redeemes collected F1 coins (or by buying a product of the sponsor), he can choose among and discover other fuctions in the app or redeem them into gifts.
- Based on the points, there is a leaderboard within the app and on facebook and the best ones of the players receive gifts at each race.
- If somebody tips all of the 4 topic right an extra mulplicator is added.
- If the player buys and scans a leaflet or product, or visit the outlet of the company, he can guess 2 names for each topic – so his chances are bigger.

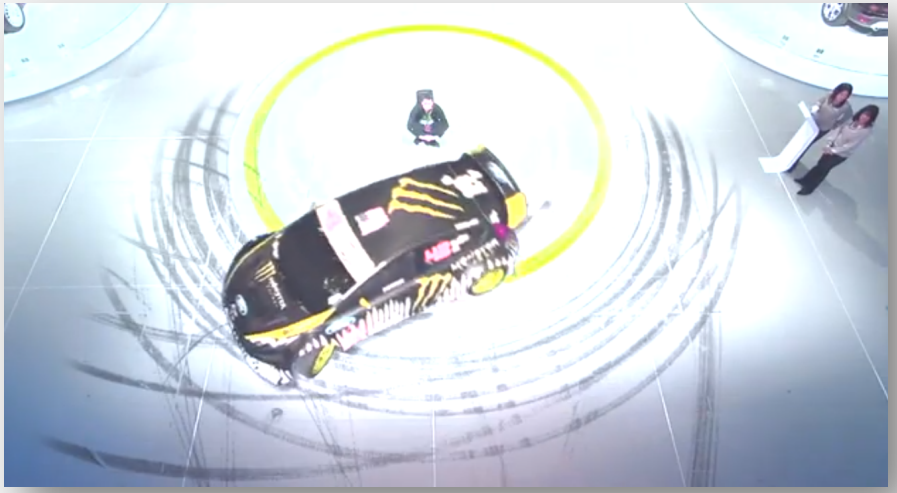
# BestGuess

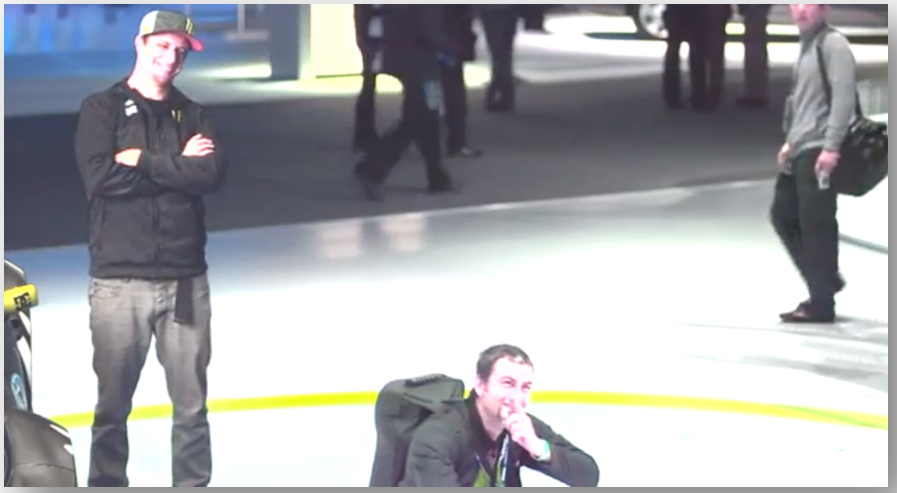

Make your best guess!
Next training
Whole race
Score board
Best lap time
Tire change

# On the spot

# In the middle of attention

- At any event, in front of a LED wall an F1 car's seat is placed, where a visitor sits in. On the LED wall he can see himself in an exciting computer generated environment, while a racecar is drifting around his seat. The speakers integrated into the seat makes it even more realistic.
- After a while, the drifting car stops right next to his seat - with screeching, smoking tires - and an F1 star gets out of it. This moment is captured by the system on photo/video and automatically shared on facebook.






FORD ECOBOOST GYMKHANA EXPERIENCE


FORD ECOBOOST GYMKHANA EXPERIENCE

# Oculus

- The visitor of the event sits into an F1 car seat with an oculus rift (integrated into a F1 helmet) covering his eyes. Thus he finds himself in the cockpit of an F1 car on a virtual (or a real!) circuit.
- As he pushes the accelerator, steers the wheel and shifts gears, the picture he sees varies accordingly - exactly as if he was driving that car in real. The fastest lap time wins.
- *The Oculus Rift is a next-generation virtual reality headset designed for immersive gaming and entertaining. The system provides the opportunity for the user to look around and walk in a real or a 3D computer generated enironment - and even interact with it (in case of connecting certain accessories to the device).*

# Oculus

# Race after the race

- At the race course, when there are no cars on the circuit, the user can virtually race with other users or alone on the spot. (They can race on the whole course if its visible or only ona part of it.)
- If the user do not want to challenge others, he can simply drive a lap on the circuit as quick as he can, but while doing this he has to pick up 3D AR objects (trophies, logos, scattered on his way). If he misses any of them he can not stop and turn around or turn back, so the main objective is to pick up the most of the objects and perform the lap as fast as possible.


Your time: 7 sec
Congratulations! You have beaten Peter!

# Concepts

Which concepts do you prefer?


Helmet Designer


Race Course


F1 car


Driver


The Champion

Change the tires


Best Guess

Car Cards


In the middle of attention


Oculus

Race after race