

## Case Study: Unifeye Design for F1 in Schools

### Developing a meaningful and exciting way to promote our 'product'

The F1 in Schools competition is an international endeavor designed to motivate high school students around the world to get involved in fields of engineering design, production, marketing, etc. Team FORCE, represented Canada in the world championships held in London, England, September 2009. In their drive for creating a distinctive team identity and effective marketing, a bold and entertaining visual display was needed. Upon the discovery of Augmented Reality (AR) and Unifeye Design, the team had stumbled upon an exciting way to promote their team.



Inspired by the Mini AR Ad campaign also developed by metaio, the use of AR was integrated into the team's print advertisements.

By placing a marker on the back of each and every brochure, visitors are treated to a fully textured visual rendition of the team's F1 car design just by waving the brochure in front of a camera.



*Louis Hamilton trying AR*



## Benefits

- Unique and attractive display
- Providing a detailed look at our product, i.e. the F1 car
- Giving people an everlasting impression of our display
- Scoring marks for marketing/advertisement creativity



## F1 in Schools – Team FORCE

F1 in Schools is a multi-disciplinary challenge in which teams of students aged 9 to 19 deploy CAD/CAM software to collaborate, design, analyse, manufacture, test, and then race miniature gas powered balsa wood F1 cars. Additionally, teams are put to the challenge of mimicking the workings of a real F1 team, including various aspects of business and marketing. For the 2009 championship, a tremendous event was held in London, England over the span of a week, in which 31 teams from 20 different countries around the world gathered together to test the fruits of their labour.

## metaio

As a pioneer in the area of augmented reality technology, metaio develops software products for visual interactive solutions between the real and virtual world. Based on the software platform Unifeye SDK, metaio can seamlessly integrate 3D-animations into live-video streams and pictures of the user's real environment. Founded in February 2003, metaio has offices in San Francisco, Munich and Seoul. metaio has more than 160 customers and hundreds of thousands end-users in a variety of markets, including BMW, Daimler, Siemens, Toyota, Peugeot, Popular Science, Gillette, LEGO, MINI, Universal Home Entertainment and Volkswagen.