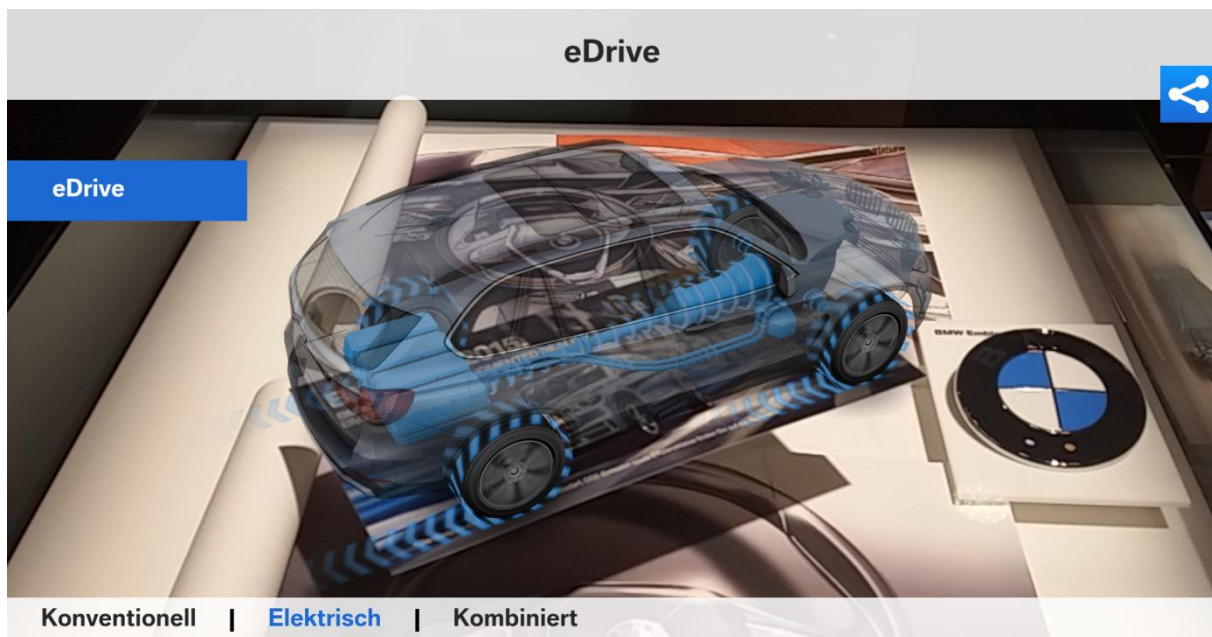


## Media Release



## Frankfurt International Motor Show 2015: Leading Premium Brand Goes For Mobile Augmented Reality

### BMW drives digitizing also on IAA stand

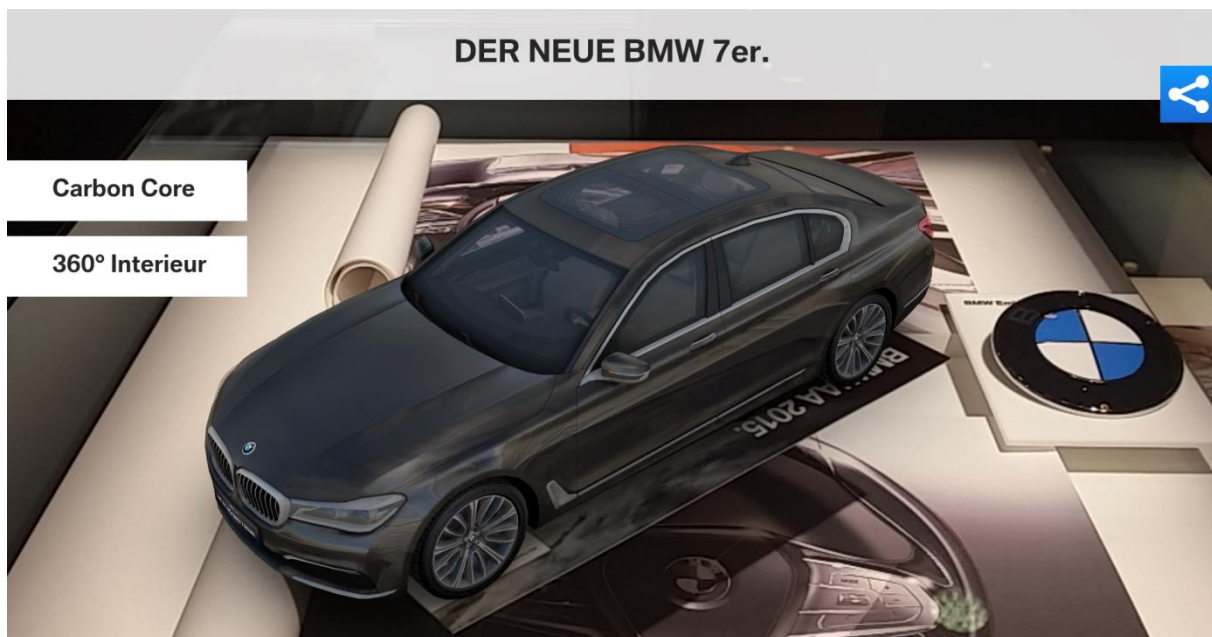
Frankfurt, 16.09.2015. ***World-leading premium car manufacturer BMW constantly exchanges ideas and technologies with IT innovators, MNCs as well as start-ups. At this year's International Motor Show (IAA) in Frankfurt, BMW launches an interactive multimedia AR app to augment the presentation digitally. The app welcomes the visitors, guides them through the exhibition hall, and audio-visually explains architecture, exhibits and cars. For the first time, visitors can experience photorealistic 3D models on their smartphone by an event app. The modularity of the basic standard software Virtourio enables the evolution of the app for further major trade fairs as well as for general customer communication and retail application.***

BMW as automotive innovation driver is actively facing digitization as one central contemporary challenge. New information technologies are tested and deployed permanently. Now, BMW moves another step towards digitization at the IAA without limiting physical exhibits' relevance, but adding a new information level.

Steven Althaus, Head of Brand Management BMW and Marketing Services BMW Group: "Authentic, distinctive brands, outstanding new vehicles and exciting innovations will be showcased in a ground-breaking new way to create a unique visitor experience at IAA 2015."

Focus is the visitor's experience. A beacon induced audio-guide leads narratively through the spacious stand. Comprehensive multimedia information regarding new models and other cars are available on demand.

Augmented reality animations are the main digital highlights. Variable interactive 3D models of selected series are projected onto 2D markers, so called augmented postcards.



The integration of BMW CRM systems as visualiser and dealer search utilizes the attractiveness of the IAA and the BMW stand to initialize a sustainable dialogue with the visitors.

The BMW IAA App is based on the modular standard software Virtourio for mobile interaction with points of interest. The continuous development and the integration of new special technologies enable the long-term deployment on main industry fairs. Content and induction technologies can set up by the content management system (CMS), and updated even during the fair.

Due to its general applicability, a lead can be guided from all touchpoints like events, print ads, OOH, location-based ads, by GPS to the car dealer and by indoor navigation even directly to the relevant car in the showroom.

According to Virtourio CEO Stephan Spachowski "mobile devices complement the still fundamental retail USPs by online customer acquisition and conversion technologies".

#### **Download-Links:**

Apps

iOS: <https://itunes.apple.com/de/app/bmw-iaa/id1034962120?mt=8>

Android: <https://play.google.com/store/apps/details?id=com.bmw.bmwiaa>

Media

[www.virtourio.com/files/MR\\_Virtourio\\_IAA\\_BMW\\_20150916\\_V01.zip](http://www.virtourio.com/files/MR_Virtourio_IAA_BMW_20150916_V01.zip)

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**About Virtourio**

Virtourio GmbH, Cologne, is a joint venture of the premium IT house Cologne Intelligence (i.e. DHL, Dt. Postbank) and of the digital-POS network Adunique (i.e. bwin, NCL). A team of 120 employees and 250 on demand developers evolves and customizes the Virtourio software. They offer a full-service for interactions with each kind of point of interest.

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