

SPORTS

The first augmented reality sport yachting center. A new level of intensive experience during the regatta races.

As an innovation partner of Energa Sopot Match Race 2016, we supported this prestigious regatta with an unique application allowing guests to experience the match from a totally different perspective. Users gained an access to the boat speed, its inclination, position and direction of its geographical flow. An integration with live weather conditions allowed us to show information on the strength and speed of wind, air pressure and temperature. Everything that is needed to be in the center of events.



Dentsu Maker Lab



Case Video



worldwide



CREATIVETECH