



MEDIA RELEASE

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A DOSE OF REALITY AT BROTHER RALLY NEW ZEALAND

At Brother Rally New Zealand, Brother's innovation will come to the fore to enhance the rally experience for every fan. Brother is updating its existing app for iOS and Android to include an augmented reality experience which will go live on 6 June.

To celebrate its first year of sponsoring the Brother Rally New Zealand, Brother is giving rally enthusiasts the opportunity to make their own personalised model rally cars. Fans can choose from three paper rally car templates to print from www.brother-rally.co.nz.

The template can be scanned via the new mobile app to trigger an animation that guides the user through the step-by-step folding and assembly instructions for the paper car. At the end of the animation, a completed 3D car can be seen travelling on the virtual terrain within the track.

Once assembled, the WRC logo on the car's bonnet can be scanned to activate playback of Brother's TVC (to launch on 6 June) through their Smartphone.

"As we're co-driving rally in New Zealand, we're really excited to be able to offer stimulating and technology-focused activities for those rally fans out there who are looking to get the most out of their rally experience. Our brand is synonymous with innovation and this is why we have invested in the AR and simulator technologies to mark our sponsorship with rally, and we're looking forward to be able to share these with everyone," says Graham Walshe, executive chairman of Brother International (NZ) Limited.

Brother is also gearing up to launch The Brother Cup held from 21-24 June, at the Viaduct Events Centre as part of the Brother Rally New Zealand festivities.

The Brother Cup is a people's rally experience in virtual rally car simulators, with the track specially developed to replicate New Zealand rally conditions.

It will be the first time these types of simulators have been put through their paces in New Zealand, as people compete in teams of two, one as driver and the other as co-driver in the dual simulators. Pace notes will also be provided to the teams while in line for the experience to really generate the authentic rally feel.

Attendees of the Brother Rally New Zealand hub at Wynyard Quarter will also be able to have their photo taken with a New Zealand rally car as a free piece of memorabilia that can be taken home. The photos will be taken via an iPhone at the Brother Results Tent and printed wirelessly using Brother's existing iPrint&Scan app.

For more information check out www.brother.co.nz
Brother – co-driving rally in New Zealand.

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