



VOGO SPORT APPLICATION TO ENHANCE FANS LIVE EXPERIENCE FOR THE FIRST POWERBOAT CONNECTED RACING AT GRAND PRIX OF FRANCE

Thursday, 8 July: H2O Racing, promoter of the UIM F1H2O World Championship, is pleased to announce an exciting new partnership with VOGO, a leader in mobile technology products that offer compelling media experiences for in-venue spectators and an all-new, high-touch marketing outlet for sponsors.



The VOGO SPORT application will be used for the first time in international powerboat racing at the Grand Prix of France in Evian on 15-17 July, round 2 of the UIM F1H2O World Championship and will be available to spectators to download free of charge for an immersive and enhanced viewing experience of the live action. “The VOGO SPORT application will certainly enhance spectators experience during the Grand Prix weekend and is now readily available to download on platforms iOS and Google Play,” said Nicolo di San Germano, President H2O Racing. “We are excited and confident that VOGO SPORT will give added value to spectators at our races.”

The application will be available to spectators within a 500 metre radius of a designated area to watch all the race action live, unedited and in real time from several different camera angles, with the capability to zoom in in real time or to stop the live action and replay their favourite moments at normal speed or in slow-motion. “We are delighted to have partnered with H2O Racing and such a prestigious sporting event as the F1H2O World Championship. This is the first time our integrated advanced VOGO SPORT technology will be used in France in association with powerboat racing,” said VOGO’s Barbara Desmarest, VP sales & Business development Europe. “Our APP is especially adapted to follow live the different camera feeds and the exclusive images of the races.”

Nine teams and 18 drivers from 11 countries will line up in Evian on the shores of Lac Lemman [Lake Geneva] for the Grand Prix of France on 15-17 July.

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