



PAU GRAND PRIX 2016 On Track for A Connected Fan Experience with VOGO SPORT

Innovative Onsite Engagement App for Smartphones and Tablets Allows Spectators to Enjoy Highly Immersive Experience



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Vogo and Créa-SUD Communication will team up to cover the first international connected motor racing competition at the PAU GRAND PRIX 75th edition event, May 13-15 in Pau, France. During the event, spectators will have access to the latest version of the VOGO SPORT app for immersive, unedited and enhanced viewing of the races on their mobile devices.

The PAU GRAND PRIX offers six levels of spectacular motor racing, day and evening races, single-seater FIA Formula 3 car competitions and a F4 FFSA Championship. During the three days of the competitions, spectators can take in all the unedited, realtime live action from several different camera views—from depart to finish, as well as from all the tribunes (Grande Tribune, Tribune Prost, Tribune Palmeraie, and Virage Gare).

“In partnership with Créa-SUD Communication and the City of Pau, we are delighted to cover the PAU GRAND PRIX, one of the major motor racing competitions in Europe. Get to know this

is a first in France to have a connected motor racing with our integrated advanced VOGO SPORT technology. Our app is especially adapted both to follow in real time the different camera feeds and the exclusive images of the paddock,” said Barbara Desmarest, vice president, sales & business development, Europe.

“The VOGO SPORT app will enrich the spectator’s experience onsite during these three days. Users can already download the app for free on iOS and Google Play platforms,” said Eric Dournès, Créa-SUD Communication director and broadcast content owner for the event. “VOGO SPORT is really a value-added app for our GRAND PRIX races and for motor racing in general. The FIA will give close attention to this new technology project as a premise for upcoming motor racing events.”

Spectators can download the free VOGO SPORT app from the Apple® App Store® or from the Google Play™ store prior to the GRAND PRIX.



About Créa-SUD Communication

The Crea -Sud Communication Group provides companies, communities and professional groups internal and external communications expertise, equipment rental and event planning.

About VOGO

VOGO is a leader in mobile technologies that offer a compelling media experience for in-venue spectators and an all-new outlet for advertising and promotions for sponsors. The company’s VOGO SPORT is an application for mobile devices that enables immersive and enhanced viewing of live stadium sports and events. With VOGO SPORT on their smartphones or tablets, spectators can watch, zoom, and replay live-action sports in real time and from several different camera perspectives.

Since its launch, VOGO has covered many high-profile, international events in partnership with broadcasters, event management companies, sports associations, and teams. For more information, follow VOGO at www.vogosport.com.

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