

ABB FORMULA-E

FIA FORMULA-E CHAMPIONSHIP



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FORMULA E AND VIRTUALLY LIVE TO LAUNCH NEW GHOST RACING GAME ALLOWING FANS TO COMPETE AGAINST DRIVERS IN REAL-TIME

Virtually Live teams-up with ABB FIA Formula E Championship to develop ground-breaking ghost racing game



'THANKS TO THE EXPERTISE OF VIRTUALLY LIVE, THE ABB FIA FORMULA E CHAMPIONSHIP HAS YET AGAIN SHOWN IT IS AT THE FOREFRONT OF DEVELOPING ACCESSIBLE AND INCLUSIVE CONTENT AT THE FANS FINGERTIPS.'

*Alejandro Agag
Founder & CEO of Formula E*

ZURICH, SWITZERLAND (June 8, 2018) - The ABB FIA Formula E Championship has partnered with Virtually Live to create a world's first in esports, providing the opportunity for fans to race against the Formula E drivers in real-time using a ground-breaking live ghost racing app across multiple platforms starting with mobile and PC - with full virtual reality becoming an addition in the future.

The innovative ghost racing game utilises cutting-edge telemetry and Virtually Live's proprietary technology platform, allowing a race to be replicated using computer-generated imagery in real-time. The action precisely mirrors the positioning and order out on track, while also allowing fans the chance to clip and share their experiences, achievements and near-misses on social media.

Fans and gamers can also post their best qualifying time and compete after the race has finished, reproducing scenarios and challenges that occurred during previous events. Whether it's fighting through from the back of the pack or conserving energy and defending against an opponent over a set number of laps - the interactive new game will put fans in the driving seat and enable them to take part in real moments of each race and pitting their skills against friends and rivals.

Users are also able to follow the race live in CGI, becoming the director of their own viewing experience and selecting from multiple trackside and onboard cameras.

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Alejandro Agag, Founder & CEO of Formula E, said: *“I remember before we launched the first-ever season of Formula E, we said fans no longer just want to watch or follow a sport - they want to participate in it too. The cutting-edge technology used to create the live ghost racing game is extraordinary. Thanks to the expertise of Virtually Live, the ABB FIA Formula E Championship has yet again shown it’s at the forefront of developing accessible and inclusive content at the fans fingertips. This is another milestone in the arena of esports with Formula E leading the charge.”*

Ali Russell, Media and Business Development Director, said: *“The ABB FIA Formula E Championship is known for its close, intense wheel-to-wheel racing. For the very first time, this action and emotion is being transferred to a revolutionary live ghost racing app that will give fans the chance to become a driver and test their abilities in real-time against the professionals. As a brand, Formula E has always prioritised participation and accessibility. Pioneering innovations such as this continue to show that we’re building a racing series around our fans.”*

Markus Tellenbach, CEO of Virtually Live, said: *“Having partnered with the ABB FIA Formula E Championship since season two, providing CGI content of races to the world feed and to fans on the VR App Stores - we’re delighted to have signed a strategic long-term partnership with Formula E to provide the world’s first live ghost racing app. Combining the worlds of exciting street racing and gaming, with our innovative immersive technology, Virtually Live and Formula E are defining a new era in esports and engaging and building the fan base. The ghost racing app will allow fans to consume Formula E throughout the year on multiple platforms and share their experiences on social media. We therefore look forward to seeing fans of all abilities - whether a casual gamer on their mobile to an ambitious driver in VR - pitting their skills against the Formula E drivers and their friends. We would like to thank the FIA and Magneti Marelli for their assistance and vision in supporting the partnership.”*

More details will be revealed closer to the launch date and the app will be available to download for free on mobile, tablet and PC. For more information and to register your interest and receive regular updates, visit - www.FIAFormulaE.com/GhostRacing

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Notes to editors:

Photo caption - A screenshot of the live ghost racing app showing Formula E cars in action - work in progress.

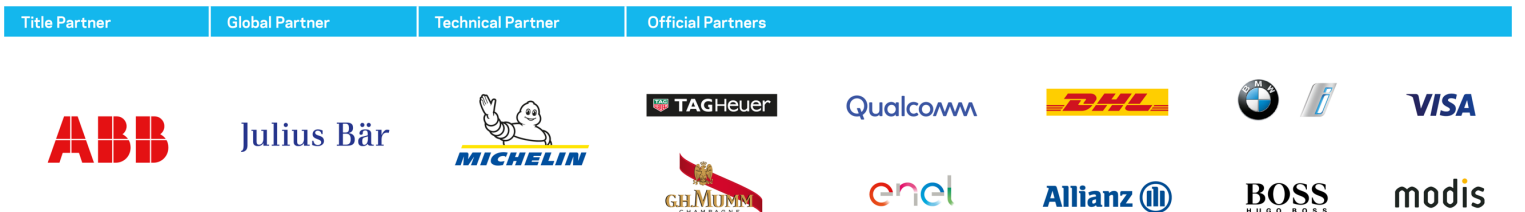
For further assistance or to access a wider selection of images, visit our media hub or contact:

Renato Bisignani, Director of Communications

E // rbi@fiaformulae.com
T // +44 (0) 7548 093 169

Sam Mallinson, Senior Press Officer

E // sam@fiaformulae.com
T // +44 (0) 7745 199 490



Jessica Borrell, Press Officer

E // jes@fiaformulae.com

T // +44 (0) 7745 197 055

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About the ABB FIA Formula E Championship:

The ABB FIA Formula E Championship is the electric street racing series and the world's first fully-electric international single-seater category in motorsport. Formula E brings electrifying wheel-to-wheel action to some of the world's leading cities, racing against the backdrop of iconic skylines such as New York, Hong Kong, Paris and Rome.

The inaugural season of Formula E sparked into life in September 2014 around the grounds of the Olympic Park in Beijing. The fourth edition of the ABB FIA Formula E Championship will see 10 teams and 20 drivers compete in 10 cities spanning five continents in the fight to be crowned champion. Hong Kong hosted the season-opener over the course of two days on December 2 & 3, with the championship coming to a close in New York in July.

Formula E is more than just a race to be the best - it's a competitive platform to test and develop road relevant technologies, helping refine the design and functionality of electric vehicle components and speeding-up the transition and uptake of clean transportation on a global scale.

For this season, more manufacturers have joined the electric revolution with reigning champion Lucas di Grassi looking to defend his title for the Audi Sport ABT Schaeffler team. More big-name manufacturers have also committed to race in Formula E - including BMW and Nissan in tandem with the new-look car and battery in season five, along with Mercedes-Benz and Porsche who also plan to join the following year.

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About ABB:

ABB (ABN: SIX Swiss Ex) is a pioneering technology leader in electrification products, robotics and motion, industrial automation and power grids, serving customers in utilities, industry and transport & infrastructure globally. Continuing a history of innovation spanning more than 130 years, ABB today is writing the future of industrial digitalisation with two clear value propositions - bringing electricity from any power plant to any plug and automating industries from natural resources to finished products. As title partner of Formula E, the fully-electric international FIA motorsport class, ABB is pushing the boundaries of e-mobility to contribute to a sustainable future. ABB operates in more than 100 countries with about 135,000 employees. www.abb.com

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About Virtually Live:

Virtually Live is an entertainment company with offices in Zurich, Malaga, London, Singapore and San Francisco, enabling people to virtually consume live events across multiple devices and platforms, creating a fully-immersive and interactive (social/gaming) experience for fans. It enables gamification of live events complementary to linear broadcast, with social media integration and allows fans to be their own director, create and share content. All events are created in computer-generated imagery and visualised via data gathered and processed through Virtually Live's proprietary machine learning algorithms and media system. www.virtuallylive.com

Virtually Live is a Tectus Group portfolio company. The Tectus Group, headquartered in Zurich, Switzerland, has diverse investments and operations across six market segments - engineering & construction, real estate, sensing/internet of things, digital health, entertainment & lifestyle, advisory & investments. www.tectusgroup.com

Oliver Weingarten, Director of Content Development at Virtually Live

E // oliver@virtuallylive.com

T // +44 (0) 7970 944 001

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