



YDreams develops interactive content for “Adidas Eye Ball”- promoter of the FIFA 2006 World Cup

Eye-Ball tour takes off in Berlin and sets out to principal European cities to hype up world championship

Adidas, official sponsor of the FIFA 2006 World Cup, along with British advertising agency Carat, design specialists Rivers Run Red and Portuguese technology solutions provider YDreams, have just launched the “Adidas Eye Ball”, an unprecedented giant orb dedicated to interactive entertainment. Equipped with state-of-the-art technology and a futuristic design, the ball senses and spontaneously interacts with its surroundings, enveloping fans in a sensorial, fun-filled experience.

The two “Adidas Eye Balls” measure 6 meters in height and promise to bring exciting new experiences to cities across Europe, giving fans the chance to experience the 2006 FIFA World Cup in their home cities. The “Eye Balls” feature exclusive football content and will travel across Europe, kicking off and finalizing their tour in Germany, covering well over 9.000 km.

The first ball is already set up on the corner of Joachimsthaler Strasse at the Kurfürstendamm in Berlin, and the second in the city of Cologne.

Fans interacting with the “Eye Ball” will see their own name or image projected onto the giant screen built into the ball’s structure. Motion and sound sensors and microphones detect people in the surrounding radius and “challenge” them to take part in games and exciting competitions. Real-time web services and SMS connectivity enable fans to send goodwill messages between the two “Eye Balls”, register with one of the +10 football team rosters or even reserve their very own exclusive seat in the world’s largest virtual “Adidas Eye Ball” stadium. The virtual seat number can further be used to obtain discounts, and give participants the chance to win great prizes, such as tickets to the FIFA World Cup finals. In addition, the “Eye Ball” provides up-to-date weather information, scrolling real-time World Cup news and results and exclusive football content featuring some of the world’s best football players.

According to Karina Israel, YDreams Advertising Head of Division, “The Adidas Eye Ball combines entertainment and information through the use of innovative technology, resulting in simple yet effective brand advertising and customer interaction. For Ydreams this is a notable project, which positions the company as a world-leading technology solutions provider.”

“The Adidas Eye Ball project is unique, a true first. Never before has this much technology been developed, designed and applied to such a broad multi-level experience. This opens up a two-way communication channel between fans and the Adidas brand”, says Ulrich Becker, Director of Global Communications and Managing Director of Adidas Marketing BV.