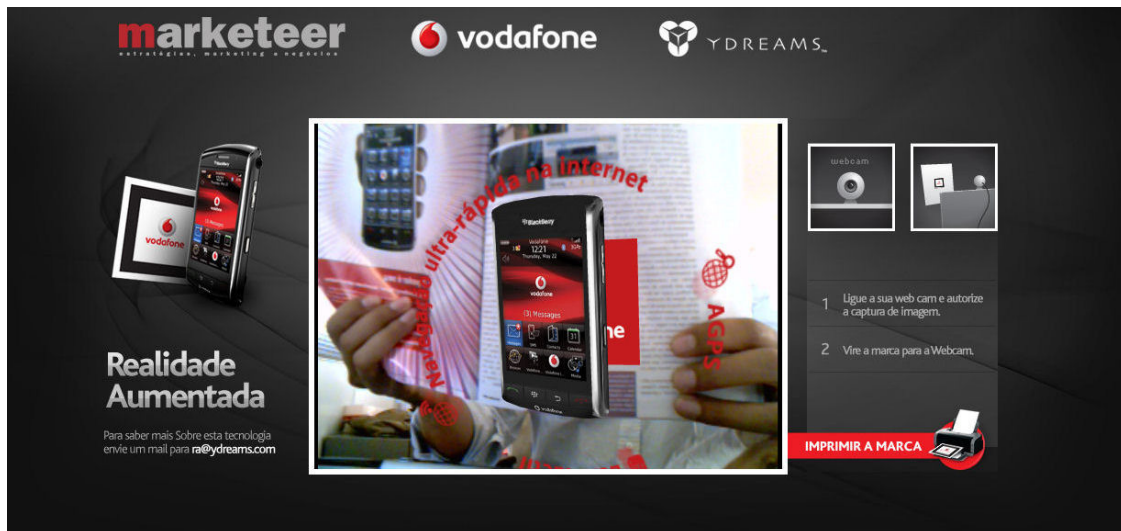




Award-winning Vodafone ad for Marketeer magazine powered by YDreams' Augmented Reality technology



The augmented reality (AR) technology behind the Interactive Vodafone ad for Marketeer's September 2009 issue was developed and implemented by YDreams. The ad, conceived by Tempo OMD and OMG Digital for Vodafone, won a Bronze award for the 'Best use of Digital Media' in the Advertising' media category in this year's 12th edition of the *Clube de Criativos de Portugal* festival.

The Vodafone AR-based ad in the magazine featured a black and white printed marker with instructions inviting readers to visit a dedicated URL. Once there, holding the magazine marker in front of a webcam triggered a 3D virtual image of one of Vodafone's most recent phone models, which readers could interact with.

YDreams has been 'injecting' Augmented Reality technology into the advertising sector since early 2007 with a pioneering marker-less Interactive cinema ad for Dove soap in São Paulo cinema theaters. A similar campaign based on the Coca-Cola Happiness Factory following in 2008 also in Brazil. YDreams has also developed numerous AR-based Solutions for sectors that include museums and science centers as well as stores and exhibitions.

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