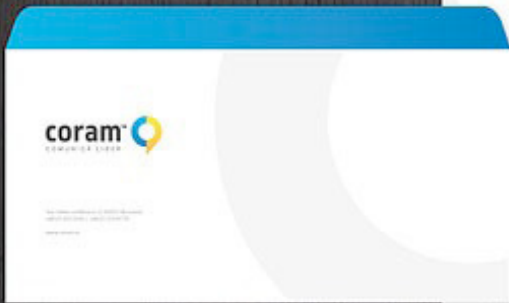




CARTE DE VIZITA (fata)



CARTE DE VIZITA (spate)



PLIC



CD PREZENTARE

ANET

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The first car calendar without cars

www.audi.com/usa

2011

Challenge
To develop a calendar for premium Audi starts all over the world. The calendar should offer plenty from other car companies and provide further innovation and features.

Solution
A car calendar without cars? The calendar chronicles Audi's development. Thanks to interactive features, the user can explore the Audi's capabilities using sophisticated navigation technology and the car's services. Additionally, calendars are an

Strategy
The Audi "Empire of the Future" uses also a 3D AR interface to show the Audi's capabilities with their vehicles. But first, the calendar is used for the Audi website.

Worship Audi's Future

Please also watch the film

