

# Sprint Nextel NASCAR Experience



**To create a truly unique 3D experience to demonstrate to NASCAR fans that Sprint Nextel is committed to delivering cutting edge technology in everything it does.**

**Solution:** Incorporate a Holographic viZoo Free Format™ unit, one VideoLogo™ display HD projection technology and Dolby 5.1 surround sound within a state-of-the-art, multi-dimensional theatre.



Present images of Rusty Wallace moderating the show jumping from a 2D backwall presentation to a forward 3D screen holographic presentation comparing the technologies employed by NASCAR with those of Sprint NEXTEL. Holographic display includes 3D CGI content of NASCAR Vehicles, engines, phones and Sprint's FanView.

**Location:** Nextel Experience mobile marketing display which visits every NASCAR NEXTEL cup Series race of the 2007 season, debuting February 16, 2007 at Daytona.

