

12th September 2023

SCUDERIA ALPHATAURI ANNOUNCES SUCCESSFUL TESTING OF DIGITAL DYNAMIC BRANDING WITH SEAMLESS DIGITAL



Scuderia AlphaTauri is pleased to announce it has successfully tested Seamless Digital’s dynamic branding ahead of integrating the system in 2024 and beyond.

Seamless Digital is a pioneering technology company that provides dynamic digital advertising solutions within professional sport. The company enables sports teams and brands to change campaign-led messaging in real-time.

Fabian Wrabetz, Director of Marketing & Communications of Scuderia AlphaTauri:

“We are pleased to be working closely with Seamless Digital to integrate their dynamic branding technology onto our cars and have a shared vision of unlocking new ways for our team and partners to engage fans.

With Seamless Digital we have new capabilities which is hugely exciting. Our work now starts on how we best leverage the technology to maximise the impact of digital messaging. We are glad to have concluded our extensive testing during the 2023 season in stealth to ensure we put high-performance first. With the technology being super lightweight and with zero aerodynamic degradation, our engineers have been impressed with Seamless Digital’s performance-led approach to meet the demands of competitive racing.”

Mark Turner, Founder & CEO, Seamless Digital:

“With F1 commanding and continuing to grow a huge global TV audience, sponsors want more than just static branding. Our technology provides the ability to tailor messaging depending on the situation and communication needs; the result being flexibility for both the team and sponsors. We are excited that more teams such as Scuderia AlphaTauri are placing their trust in us to deliver dynamic branding ‘in the action’. With our recent launch in professional golf, we are showcasing how dynamic branding in live play is reshaping the sports advertising landscape. We look forward to working with Scuderia AlphaTauri and its partners in 2024.”

ABOUT SEAMLESS DIGITAL

Seamless Digital’s pioneering technology platform enables Digital- Out-of-Home (DOOH) advertising to be applied to mobile items within professional sport. The patented hardware and software allow real-time control of digital media inventory across networks.

The result is situational relevancy for advertisers, providing content and information that is specific to the location, time, and audience. The seamless integration across different professional sports assets (from F1 cars to helmets, golf bags to superbikes) means the

lightweight reflective displays are invisible when not in use, allowing them to remain completely camouflaged within their original environment.

Seamless Digital are proud to partner with Scuderia AlphaTauri, a company that does 'whatever it takes' to thrive within F1, the pinnacle of motorsport. Together we are proud to harness this technology within F1, another step towards a new era of Mobile-Digital Out-of-Home (MDOOH).

Seamless Digital is a spin out of Silverstone Paint Technology (SPT). Founded in late 2008, the business has grown to become the largest paint facility within Formula One – and the all-round market leader for high-performance paint technology and coatings. This season, 70 per cent of the F1 grid is serviced by SPT.

In 2022 Seamless Digital secured a multi-year agreement with McLaren Racing and in 2023 announced a ground-breaking partnership to bring digital advertising technology to golf with the Majesticks GC LIV Golf team.

www.seamlessdigital.com
www.silverstonepaint.co.uk

