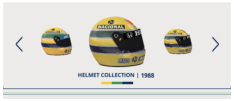
AYRTON SENNA OFFICIAL APP LAUNCHES FOR 25TH ANNIVERSARY

Friday 10 May, 2019

Media:



11 May 2019 – São Paulo, Brazil: Instituto Ayrton Senna today announced the launch of the Senna 360 mobile apps for iOS, Android and web experience. Senna 360 is the official mobile app of F1 legend Ayrton Senna. The Senna 360 mobile apps and web experience offer Ayrton Senna fans a virtual museum and interactive experience of the racing career of Ayrton Senna. The Senna 360 app allows Ayrton Senna and Formula 1 fans to experience one of the greatest ever racing careers in 3D, augmented reality and virtual reality

Senna 360 App download: https://download.senna360.org/

Senna 360 Web experience: https://www.senna360.org/

In continuation of the 25th anniversary tributes, Instituto Ayrton Senna partnered with Swiss virtual museum laboratory Spin Lab to produce Senna 360. Viral features of the app give fans the ability to project a virtual race car of Ayrton Senna's wherever they are and to walk around and inspect the vehicle. Through Senna 360 it's possible to wear Ayrton Senna's famous racing helmets and cap in augmented reality and share a selfie. Each Senna car, its technical features, specifications, engine sounds and race results are available. Proceeds will support the charitable activities of Instituto Ayrton Senna. The Senna 360 project was possible thanks to support from Formula 1, McLaren F1, Williams F1 and Lotus Classic Cars.

2019 marks a special anniversary for Instituto Ayrton Senna, as it celebrates Ayrton Senna's racing career, 25 years after the Formula 1 legends tragic accident at Imola in 1994. Instituto Ayrton Senna was established in Brazil in 1994 as a charitable foundation and since then, it helped over 23 million children and youngsters in Brazil. Fans using Senna 360 can experience Ayrton Senna's first five racing cars free of charge. To get full access to the app, fans can become a *Bronze supporter* of Instituto Ayrton Senna from US$1.49 /year. The app may be downloaded via the Apple AppStore or Google PlayStore, or experienced via the web.

Bianca Senna, Director of Branding at Instituto Ayrton Senna said:

"Seeing Ayrton's story being told through a virtual museum is truly incredible. Modern technology allows us to experience Ayrton's story in an unprecedented way, without any limits. We're sure fans will love this innovation and also contribute to the Institute."

Alexander Hartman, Executive Director of Spin Lab said:

"We are delighted to work with Instituto Ayrton Senna to develop the Senna 360 virtual museum as a celebration of Ayrton Senna's racing career. Senna 360 delivers an unprecedented immersive experience for Ayrton Senna fans that brings back the best memories and moments from one of the greatest drivers of all time."

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About the Ayrton Senna Institute

For more than 20 years, the Ayrton Senna Institute has contributed to increase opportunities for children

and young people through education. Our mission is to develop the human being as a whole, preparing them to life in the 21st century in all its dimensions. Driven by the wishes of three-time F1 champion Ayrton Senna to build a better Brazil, we work in partnership with public officials, teachers, researchers and other institutions to create evidence-based policies and educational practices. We believe in permanent innovation and constant investigation of new breakthroughs in order to answer the challenges of an ever-changing world.

Starting with the main challenges identified by the managers and teachers with whom we work on a daily basis, we create, organize and validate the necessary knowledge to the advancement of quality in education, in a joint effort with the public education networks. All the knowledge we create is shared with other actors through initiatives aimed at qualification, diffusion, technical collaboration and the transfer of technology.

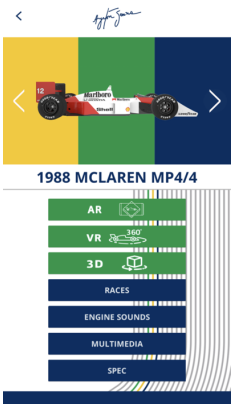
Our actions are funded through donations, licensing fees and partnerships with the private sector. Taking into account initiatives geared towards both Elementary and High School students, we are present in 16 states and approximately 600 cities, supporting the qualification of around 45 thousand professionals every year and helping the education of more than 1.5 million students annually.

www.institutoayrtonsenna.org.br

About Spin Lab AG

Spin Lab's mission is to be the world's leading cultural history virtualization laboratory, developing immersive interactive experiences for major personalities and brands. Spin Lab is the premiere provider of 3D, virtual reality and augmented reality to the motorsport industry

www.spinlab.ch



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