

**TOYOTA GAZOO RACING and Microsoft launch “EchoCam”
for unprecedented WRC viewing experience**

Exploring new ways to bring rally fans closer to the World Rally Championship action, TOYOTA GAZOO Racing and Microsoft are launching the “EchoCam” service at the 2017 Neste Rally Finland.

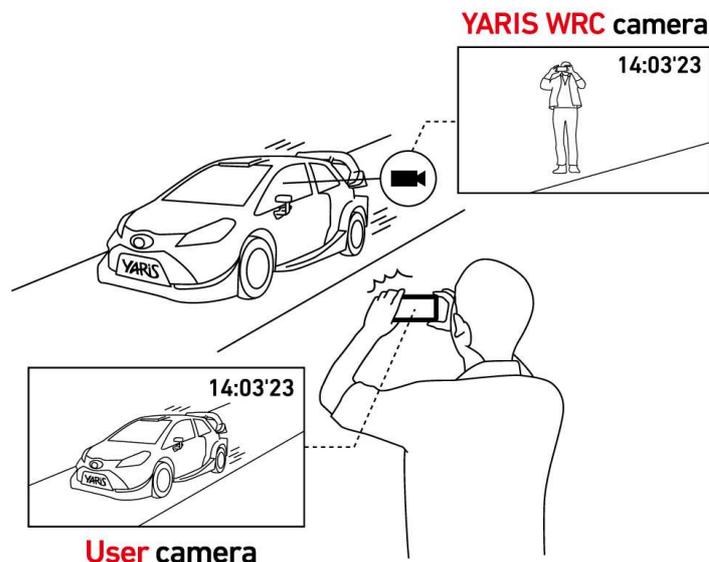
EchoCam is an entirely new service that connects fans’ photos of the TOYOTA GAZOO Racing Yaris WRC and a video shot from the car’s point of view.

Each Yaris WRC will be equipped with a dedicated car’s point-of-view on-board camera to capture video footage of the fans alongside selected special stages as the rally cars pass by.

Furthermore along several rally stages, fans will have the opportunity to enter a dedicated “EchoCam Photo Booth”. *As the Yaris WRC cars pass by, they can take photographs with their smartphones and upload their favourite image to the EchoCam website.

*Location of EchoCam Photo Booth will be later posted on the Echo_Cam web site and TOYOTA GAZOO Racing SNS accounts.

In return the Yaris WRC will provide feedback as EchoCam generates a video clip –based on time codes– of the fan captured from the car’s point-of-view at the exact same moment of when the photograph was taken.



EchoCam is part of the “Connected Yaris WRC Project” collaboration between TOYOTA GAZOO Racing and Microsoft Co. Ltd. to innovate new rally watching experience by connecting audience and rally cars.

Going forward, TOYOTA GAZOO Racing will continue to use Microsoft’s technologies to develop Yaris WRC data analysis platforms and make use of systems to share information about the team’s activities.

■ TOYOTA GAZOO Racing website (English):
toyotagazooracing.com/wrc/EchoCam/2017

■ EchoCam website (English/Finnish):
tgr-EchoCam.com
*Please access from a smartphone

Press release

URL: XXX

Pictures will be uploaded here during the event

URL: <https://www.tgrwrt.com/> (ID and Password needed)

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TOYOTA GAZOO Racing World Rally Team is supported by following partners:

