



**Lifestyle Communications**

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## **Control the octopus**

- **Eight industrial robotic arms from Audi's production line in Trafalgar Square**
- **10.4 metric tons of steel and servomotors can be controlled by smartphone**
- **Outrace: installation by Clemens Weisshaar and Reed Kram**

**Ingolstadt; September 9, 2010 – Like an immense mechanical octopus, the statistics are staggering: eight industrial robotic arms from Audi's production line – weighing some 10.4 metric tons altogether – right in the middle of London's Trafalgar Square. And you can take control of this octopus, whether you use your home computer thousands of kilometers away or your smartphone right in the square. The robots will write your personal text in light traces in the sky; afterwards, you will receive a video of it. This installation will come to life on September 16 when the London Design Festival opens.**

Visit [www.outrace.org](http://www.outrace.org) to send the robots a message containing no more than 80 characters. LED headlights from the Audi R15 TDI racing car will be mounted at the tips of all eight mechanical tentacles. Weighing 1.3 metric tons each, these eight behemoths will project texts skyward, letter by letter – at heights reaching 3.5 meters yet deviating no more than 0.2 millimeters. High-resolution SLR cameras will capture the resulting “light paintings”, which will then be combined to create a video.

“Outrace” is a project by designers Clemens Weisshaar and Reed Kram – created specifically for the London Design Festival. The idea of letting the general public directly control a design installation via the Internet is the first of its kind. The same is true of online interactivity. The video messages will be released via the Outrace website and social-media sites (e.g. YouTube), and sent to contributors.

Messages will be chosen at random (language: English) and “written” in real time in Trafalgar Square. A streaming video at [www.outrace.org](http://www.outrace.org) and [www.audi.com](http://www.audi.com) will allow people worldwide to view the light paintings 24 hours a day for eight days.

For more information about “Outrace”, please visit: [www.outrace.org/press](http://www.outrace.org/press)



The Audi Group sold around 950,000 cars of the Audi brand in 2009. The Company posted revenue of €29.8 billion and an operating profit of €1.6 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 58,000 people worldwide, including 45,500 in Germany. Between 2010 and 2012 the Audi Group is planning to invest €5.5 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation.