



Media Information

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BMW brings JOY to life at Suntec City

Singapore. BMW Asia will be presenting a larger-than-life 3D animation projection on 5 and 6 May 2010 at Suntec City's iconic Fountain of Wealth, which will be projected directly on the building facades of Tower 2 and 3.

Besides translating BMW's interpretation of JOY into a 10-minute long 3D animation, the projection will also be featuring Singaporean's reflection on what JOY means to them through short interviews with individuals from all walks of life.

To make the session an interactive one, an open invitation has been made to the public who will also be encouraged to convey what JOY means to them via SMS or through postings on the BMW Asia Insider fan page on Facebook. Selected messages will be included in the 3D projection.

A first in Singapore, this captivating feat of bringing ordinary buildings to life through the realistic 3D projection is made possible by NuFormer Digital Media, which was responsible for similar 3D projections on various world landmarks such as the city square of Frankfurt, the entrance of the Tivoli amusement park in Copenhagen, and the Vilnius City Town Hall in Lithuania, amongst others.

"Through this ground-breaking 3D animation display, we hope to spread the joy which lies at the core of the BMW brand," said Mr Lito German, Marketing Director of BMW Asia. "At the same time, we seek to share the many facets of JOY and how it has driven the success of remarkable everyday people."

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About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the Asia and Pacific region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

For more information: www.bmwasia.com

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