

Media Information
19 January 2023

BMW Welt presents BMW i - Mega Me, a new 3D animation with face-swapping technology

With the help of artificial intelligence BMW Welt visitors can become part of the animation about the new BMW i Vision Dee vision vehicle on a 42 square metre LED screen

- **Face swapping on the next level: BMW Welt visitors will see their face animated in 3D on a LED screen with the BMW i Vision Dee vehicle**
- **Based on a photo taken on-site, artificial intelligence integrates the user's face into the film, in an astonishingly real quality**
- **An emotional encounter with the new BMW i Vision Dee. Interactive, personalized and provided with impressive 3D effects**

Munich. A face is something unique. Distinctive and not interchangeable – in reality. Since 5 January 2023, artificial intelligence allows BMW Welt visitors to become part of a film about the new BMW i Vision Dee. The astonishing face-swapping technology at the BMW i area projects the visitor's face right onto a 42 square metre big LED screen, seconds after their photo is taken. On 4 January 2023, the BMW i Vision Dee was presented for the first time at CES in Las Vegas. The name "Dee" stands for digital emotional experience. Creating a memorable experience with the mobility of the future – that's what it's all about. Taking the relationship between human and automobile to a new level.

The innovative media system creates a three-dimensional spatial illusion by using a photo of the respective visitor, who becomes the protagonist of the film with Dee by his side. "With this new staging, we would like to offer BMW Welt visitors an experience that is both spectacular and joyful," says Tatjana Bister, head of BMW Welt. "BMW has always stood for pioneering spirit and innovation. Now, for the first time, we are bringing a technology to life at BMW Welt that takes us directly into Dee's world and immediately gives us a sense of a digital future."

The interactive tool at BMW Welt was realised by the agency Elastique. from Cologne, together with the start-up Reface, founded in Ukraine. "Reface is the market leader in face-swapping technology, the photo-realistic exchange of faces in images and films," says Andreas Schimmelpfennig, creative director and founding member of Elastique. "Never before has this technology been used in the field of large-scale LED screens that create a three-dimensional illusion for the naked eye."

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The "anamorphic illusion" looks as if elements from the film are extending far out of the screen. BMW Welt visitors first take a picture of themselves at a photo station. Within seconds, the image is transferred to the face in the film with the help of artificial intelligence, where it is integrated seamlessly and deceptively real, by applying various layers. The technology behind this uses a complex media system that assembles the individual image elements in real time. For the visitors, perfect instagrammable moments are created as souvenirs.

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BMW Welt

With its iconic architecture, BMW Welt is the heart of all brands of the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad – which are impressively presented in their own themed areas. But it is not only the exhibitions and the opportunity to collect a new vehicle that attract automotive fans from all over the world. Visitors can enjoy a varied programme of culture, art and entertainment events throughout the year, as well as popular event locations for numerous external events. Three fully-equipped streaming and TV studios with optimum infrastructure and full service are available for digital premium events. The various restaurants at BMW Welt offer a wide range of culinary delights and top-class gastronomy. Children, teens and the whole family can explore the city and the mobility of the future in The Campus, either independently or as part of exciting workshops.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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