



Press release
8 December 2014

Never seen before: The MINI Collection Screendancer turns iTunes* into a dance floor. Music videos meet online shopping.

Munich. MINI Collection is breaking new ground with the “MINI Collection Screendancer” – an innovative way to shop for fashion and accessories using iTunes. This pioneering idea allows iTunes users to watch music videos and shop for the dancers’ outfits at the same time. The Screendancer is a plug-in for iTunes Visualizer, a programme that displays visual effects synchronised to the song playing. Once the MINI Collection Screendancer is installed on a computer, the plug-in can recognise the rhythm and real dancers move to the beat. As an extra innovative feature, the dancers’ outfits can be bought directly from the MINI online shop. The new MINI Collection 2014/16 presents the top items from the dancers’ ever-changing outfits – from caps, beanies, T-shirts, hoodies and jackets to trainers and watches. Simply click on the product for more details.

Behind the scenes.

Internationally acclaimed creative director and star choreographer Del Mak is the man behind the dance choreography. The Londoner has already worked with well-known artists such as The Chemical Brothers and M.I.A., and has been involved in TV programmes such as Got to Dance. His choreography spans many genres, combining basic moves with elements from disco, hip hop, soul and electro. The dancers are all trained professionals from the United Kingdom who have already shared the stage with stars like Miley Cyrus, Rihanna and Sade.

Technical specifications.

The plug-in can be downloaded free of charge from the MINI website and is easy to install. In the iTunes Menu Bar, MINI Collection Screendancer is located under “View” and then “Visualizer”. To switch from the playlist view to Screendancer, the function must be activated by clicking “Show Visualizer”. Installation requires the operating systems Windows 7 or OS x 10.7 for Mac. The latest version of iTunes is also required. This can be downloaded free of charge from the Apple website. MINI Collection Screendancer is now available for free download at www.MINI.com/screendancer.

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The outfits and many other products from the new MINI Collection are available from selected MINI stores and online at www.MINI-shop.de.

Printable images can be found on the BMW Group Press Club page at www.press.bmwgroup.com.

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The MINI Collection

The MINI brand offers an extensive portfolio of products in the areas of lifestyle accessories and clothing. Products range from fashion and accessories to toys, bags, luggage and even bicycles. The MINI Collection comprises over 100 products, all meeting MINI's very high standards in terms of quality, performance and design.

MINI products interpret current trends while also incorporating the brand's own design tradition. Stylistic motifs such as the Union Jack, chequered flags and racing stripes evoke the brand's venerable history and its close ties to Great Britain.

The MINI Collection is available from selected MINI stores and online at www.MINI-shop.com.

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.



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