



## **MEDIA RELEASE**

### **COCA-COLA ZERO PIONEERS AUGMENTED REALITY TECHNOLOGY IN LATEST AVATAR CANS**

**SINGAPORE, 1 December 2009** - James Cameron's keenly-awaited blockbuster, *Avatar*, will be a reality in Singapore sooner than its worldwide release on December 18, 2009.

This 'reality' is possible through Augmented Reality (AR), that is. In what is likely to be the first use of AR technology in a major product promotion in Singapore, Coca-Cola Singapore has embedded AR into its latest *Coca-Cola Zero Avatar*-designed cans.

AR is a technology that fuses the Web with the reality around a user. AR, a web-based application, enables the user to interact with 3D animation.

In the latest promotion, a consumer gets to see animation from the *Avatar* movie when he holds up an *Avatar*-themed *Coke Zero* (with the AVTR logo) in front of a webcam. By turning the *Coke* can or bottle to the left or right, up or down, he can maneuver a Samson helicopter that is featured in the movie. The helicopter will appear to be floating freely in front of the user. Using a computer keyboard or phone pad, the user can also manipulate the movements of the helicopter, triggering different actions including shooting a missile, maneuvering the rotors of the helicopter and shooting its guns.

## Journey of Possibilities

To further simulate the Avatar experience, Coca-Cola Singapore will be recruiting “captains” for the *Coke Zero: AVTR “Journey of Possibilities”* Challenge.

A total of 30 teams will start their journey on December 12 outside Cathay Cineleisure. Teams will compete their way through 10 stations around Orchard Road to earn *Coca-Cola Zero* “fuel cells” that will power them to their final destination.

Aspiring captains can sign up on the *Coke Zero: AVATAR “Journey of Possibilities”* Challenge Facebook (CZCF) page ([www.facebook.com/cokezero.sg](http://www.facebook.com/cokezero.sg)) and submit a short explanation on why they are the most ideal candidates for the “expedition”. Submissions will be accepted from November 24 to December 7. Visitors to the site will be able to vote for the candidates they deem the most suitable to participate in the challenge.

The top 30 participants with the most support will qualify for the challenge. These captains will then need to recruit two other teammates to join him/her in the “expedition”.

The winning team will be picked based on the points accumulated and the time taken to complete the tasks. The top prize: a Gold Class experience – use of an entire Gold Class cinema for a private screening of Avatar. For each of the winning team members, Xbox 360 Elite set and Avatar games from New Era and of course, a six-can pack of *Coca-Cola Zero* for uplifting refreshment!

Ng Hui Ling, Brand Manager, Youth Recruitment (Coca-Cola Trademark), said, “We are excited about the partnership with the Avatar movie. *Coca-Cola Zero* is about making the ‘impossible’ possible. James Cameron exemplifies this quality in his film-making,

and particularly so with Avatar. Our “Journey of Possibilities” expedition also challenges teams to break through the impossible for the ultimate prize.”

### Promotion

The expedition challenge coincides with promotions at 7-Eleven stores (ends December 8) and NTUC supermarkets (ends November 30). Purchases of \$3 and \$5 worth of *Coca-Cola Zero* products respectively, give shoppers a chance to win tickets to watch Avatar.

### Lenticular Posters

Avatar enthusiasts can also look out for special lenticular posters placed at bus stop shelters islandwide. This is a type of printing where the image is printed onto a plastic sheet that contains tiny lenticules. The image is interlaced in such a way that when viewed behind the lenticular sheet, the lenses hide one image and show you the other. As the viewing angle changes, the image revealed goes from one to the other, creating an animation.

Launched in March 2008 with the tagline “Real *Coca-Cola* taste, zero sugar”, *Coca-Cola Zero* targets youths who want the best of both worlds - real Coke taste and zero sugar to fit in with their lifestyles - and who subscribe to the daring and bold proposition of *Coca-Cola Zero*: “It’s Possible.”

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## About Coca-Cola Singapore

Coca-Cola Singapore is the leader in nonalcoholic beverages in Singapore. In addition to the world's most recognized brand *Coca-Cola*, Coca-Cola Singapore also produces, markets and distributes a total beverage portfolio of sparkling beverages, low-calorie beverages, Asian soft drinks, juices, teas and water.

Coca-Cola Singapore supports active lifestyle programmes for the public such as the SAFRA Bay Run, and Aviva Ironman. In 2009, 100PLUS was involved in raising the profile of major sporting events like the Asian Youth Games and in 2010, Coca-Cola will be a partner in the anticipated Singapore Youth Olympic Games. The local football team Home United is also supported by Coca-Cola in a commitment that exceeds \$1 million. Coca-Cola Singapore promotes physical activity in the community with Step With It<sup>SM</sup>, Singapore! which has benefited over 100 primary schools and 280,000 Singaporeans. It<sup>SM</sup>. For more information about Coca-Cola Singapore, and high-res images, please visit [www.coca-cola.com.sg](http://www.coca-cola.com.sg). Sign up to access our Press Room. It's easy!

## About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with *Coca-Cola*, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including *Diet Coke*, *Fanta*, *Sprite*, *Coca-Cola Zero*, *vitaminwater*, *POWERADE*, *Minute Maid* and *Georgia Coffee*. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees.

Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).