



## **22 Racing Partners with WorldCAST to Bring Augmented Reality Experiences to NASCAR Pinty's Series Fans**

### **FOR IMMEDIATE RELEASE**

TORONTO, ON - July 12, 2019 - One of Canada's leading NASCAR Pinty's Series teams, 22 Racing is proud to announce a new technology partnership with WorldCAST by KP9 Interactive to lead the way in bringing a new level of experiences to Canadian race fans using augmented reality (AR).

The new FREE 22 Racing App is powered by WorldCAST, which is being officially launched this weekend at the Honda Indy Toronto, in advance of Saturday's Pinty's Grand Prix held at Exhibition Place on July 13th.

This partnership with WorldCAST helps 22 Racing deliver interactive AR experiences to race fans in part through WorldCAST's powerful AR Suite of software products including PrintCAST. The creation of the experiences called "casts" – can be for fun and for team sponsors looking to unlock a new level of interaction with NASCAR Pinty's Series fans.

"Our goal is to use this emerging technology to create some fun augmented experiences for not only our team's and drivers' fans but, for fans of the NASCAR Pinty's Series," said Scott Steckly, founder and owner of 22 Racing.

The all-new 22 Racing App powered by WorldCAST is available for both iOS and Android mobile devices. To download it and take it for a test drive visit [www.22racing.ca/app](http://www.22racing.ca/app)

To unlock AR casts race fans can pick up a hero card at the racetrack from one of 22 Racing's drivers or collect all three; Alex Tagliani, Marc-Antoine Camirand or Donald Theetge to discover exclusive digital content. When you download the 22 Racing app, use it to scan your favourite 22 Racing Drivers' Hero Card to watch an interactive digital layer of content come to life. Each "CAST" can include high definition 3D images, exclusive video footage, personal messages and much more with the 22 Racing app available today.

There will be additional augmented experiences for fans to enjoy at the Pinty's Grand Prix. Make sure to follow 22 Racing on their social media accounts to be the first to learn where to find them and what they will be. The official 22 Racing team social media accounts are; Twitter @22RacingTeam, Facebook Fan Page @22racingteam, and Instagram @22racingteam.

"The future is now and together with 22 Racing we look forward to helping race fans and sponsors discover interactive immersive print, augmented products and on-location secret content using augmented reality," said Wil McReynolds, KP9 Interactive CEO.

When race fans get home, they may want to keep these augmented hero cards handy as we plan to have an additional surprise or two for them after each race.

Initially, we will focus on bringing traditional static printed items to life, creating fun immersive experiences for race fans. Throughout the remainder of the 2019 season updated AR CASTs will be added.

22 Racing looks forward to working with our other team partners to create new interactive AR campaigns that blend the real and digital worlds in fun, engaging and informative ways.

To learn more about WorldCAST / AR Suite by KP9 Interactive visit [www.worldcast.io](http://www.worldcast.io) and follow them on Twitter @kp9interactive, Facebook Fan Page @kp9interactive, and Instagram @kp9interactive.

#### ABOUT WorldCAST

WorldCAST is a free end-user app available on both iOS and Android app stores with a suite of augmented reality applications including PrintCAST and GeoCAST a subscription-based software available on desktop and tablets enabling publishers, agencies and brands the opportunity to create their own augmented reality experiences on print and on location for their clients while gathering analytics. No coding or experience required. All published AR content from PrintCAST and GeoCAST are available to view through the free WorldCAST app.

[www.worldcast.io](http://www.worldcast.io)

#### ABOUT KP9 Interactive

KP9 Interactive is an augmented reality computer vision company with 11 years of experience in 3D, AR and VR. We designed an AR cloud suite that provides a limitless opportunity for layering digital on physical media to open a whole new world of location-based and marker-based opportunities for publishers, agencies, and brands globally.

For more information, contact:

April Robinson

KP9 Interactive

T: (519) 378-6742

E: [hello@kp9.ca](mailto:hello@kp9.ca)

#### ABOUT 22 RACING

22 Racing is owned by Four-Time NASCAR Pinty's Series Champion and Canadian Motorsport Hall of Fame Inductee Scott Steckly. 22 Racing provides highly competitive race cars built in their world-class 7,500 square foot Milverton-based facility and maintained by a team of highly experienced crew members. 22 Racing offers turnkey solutions that range from research and development, construction, testing, logistics to marketing support. In 2019 they will field three full-time teams in the NASCAR Pinty's Series with drivers Alex Tagliani, Marc-Antoine Camirand and Donald Theetge. Visit [22racing.ca](http://22racing.ca) for additional details and a list of previous notable drivers the team has prepared cars for.

The 22 Racing Team is supported by the following sponsors: Erb Group of Companies, AW Millwrights, Castrol, WorldCAST, Wendell Motors, Auto Glym, Mechanix Wear, Great Dane Glasvan, Safety Kleen, Wilride Transport, Lincoln Electric, Dickies, Rustoleum, Dayco, Trico Products, Fram, Autolite and Mathias Sports.

For more information please contact:

Linda Jones

22 Racing

T: (705) 730-4044

E: [ljones@drivenmi.com](mailto:ljones@drivenmi.com)