

# PORSCHE 911

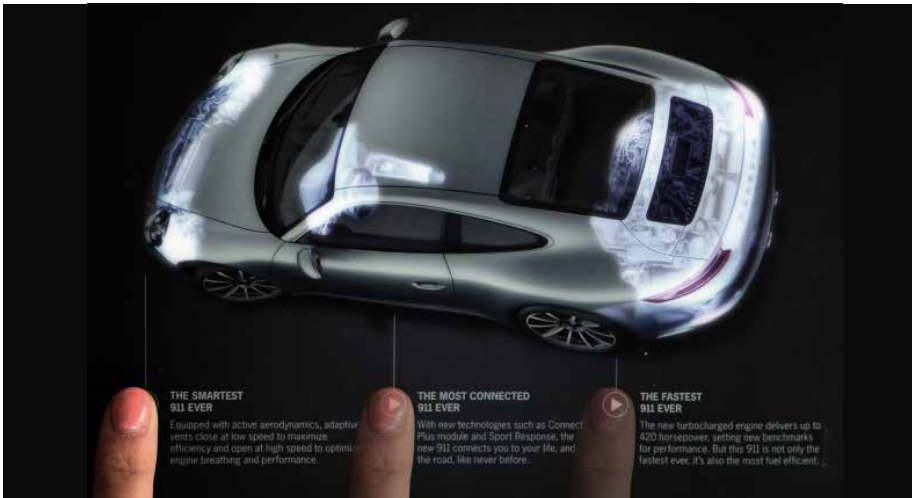


PORSCHE CREATED ADS THAT MARRIED DIGITAL TECHNOLOGY WITH PRESS ADVERTISEMENTS FOR AN INTERACTIVE EXPERIENCE



## > FAST COMPANY MAGAZINE

Readers found a prism and placed it on top of a tablet that was running a video where 3-D footage of the Porsche 911 came to life, creating an interactive hologram print ad.



## > INC. MAGAZINE

Utilising LED technology, readers could press buttons on the pages and see “inside” the car as images and information about the car’s features were magically revealed.