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Societa' : RACING FORCE

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Diffusione presunta

Oggetto : Racing Force Group signs Driver's Eye
agreement with ABB FIA Formula E World
Championship

Testo del comunicato

Vedi allegato.

PRESS RELEASE

Racing Force Group signs Driver's Eye agreement with ABB FIA Formula E World Championship

26/01/2022 - Racing Force Group and ABB FIA Formula E World Championship entered today into a multi years agreement for the use of the Driver's Eye technology.

The Driver's Eye™ is the world first FIA-homologated micro camera (8 millimeters in diameter and weighing 2.5 grams) positioned at eye-level on the protective padding on the inside of the driver's helmet. The patented technology was initially developed in Formula E and showcased at the E-Prix in Santiago, Chile in January 2020, and it has been widely used during the next seasons.

Alexandros Miotto Haristos, RFG COO: "Formula E is always at the forefront of innovation and it is a fantastic environment to develop new technologies such as the Driver's Eye. The collaboration over the past two years has been very fruitful and this new agreement will help to further push the boundaries of innovation in the future. This is why this is so important for us."

Aarti Dabas, Formula E Chief Media Officer, said: "Driver's Eye takes fans closer to the action, providing an inside view of the cockpit in the heat of intense wheel-to-wheel racing. With the first race of Season 8 of the ABB FIA Formula E World Championship set to begin on 28 and 29 January, we are pleased to enter this agreement with the Racing Force Group, to enhance our live race coverage."

About Racing Force Group and Driver's Eye

Racing Force is the leading Group in the motorsport safety product industry with the most advanced and complete range of protection and performance products used worldwide by top professionals, amateur athletes, racing teams and car manufacturers with products sold under brands including Bell Helmets, OMP, Zeronoise and Racing Spirit. Zeronoise is the world's leading brand of state-of-the-art helmets communication systems designed for professional and amateur drivers competing in motorsport.

Positioned at eye-level on the protective padding on the inside of the helmet, the Driver's Eye camera is eight millimetres in diameter, weighs 2.5 grams and gives the audience the real feeling of being right at the steering wheel..

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BRANDS OF RACING FORCE GROUP

A new generation of cameras is expected to be released during in 2022, with an incredible increase in the overall quality of the system.

Further information about Racing Force Group is available at www.racingforce.com.

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