



REALMORE

BACK TO WORK **24**

DAQRI

## **Aprilia Racing leans on augmented reality at motogp to maintain peak bike performance.**

**Aprilia Racing mechanics use DAQRI Smart Helmet to accelerate bike repair in the paddocks, in partnership with Italian AR developer Realmore.**

**Aprilia Racing commissioned Realmore (a business unit of Equent Media Group) to develop a software application to be utilized on an augmented reality wearable device, DAQRI Smart Helmet, in order to visualize AR content that helps the mechanics during the preparation and maintenance of racing bikes. The technology will be put into practice during the San Marino MotoGP at the Misano World Circuit in Italy on September 8 -10, 2017.**

**Characterized by a common passion for innovation and technological research, the partnership between Aprilia Racing and Realmore was born within the Open Innovation project of BacktoWork24 (first system in Italy for private investment in small businesses) and Aprilia Racing, to promote the development and visibility of innovative start-ups and SMEs.**

**With AR, Aprilia mechanics are able to visualize content related to motorbike and infographics that respond to the user's control in real time.**

**The mechanics can interact with models of pinout connectors and see the wiring capabilities by looking at each connector individually. This feature involves speeding up the cable connection activity and virtually zeroing the risk of error by the mechanics.**

**Through a 3D hologram of the entire racing bike, the mechanics will then be able to see in real time the telemetric data of the temperature of water, oil and tires at the point where they will be most useful. They will also be able to make a checklist of the wear on some parts of the bike and evaluate when to do the replacement.**

**Remote Expert allows the chief engineer to communicate remotely with the mechanics by displaying overlay on the helmet screen strategic information such as the type of tires to be mounted, the kilograms of petrol to be in the tank or the lap number of the exit.**

Using DAQRI's Thermal Camera, you can scan the motorbike and receive information about the temperature of the oil and the water in the radiator and check for any anomalies.

The collaboration between Realmore and Aprilia Racing has found a common place in an environment such as the MotoGP naturally faced with the latest innovations, excellence and technological development. The choice to take advantage of AR technology, still little used in this environment and little known as smart assistance application, has quickly become a winning and wide-sighted one, a choice proven by the enthusiastic welcome of the Aprilia Racing Team.

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Aprilia Racing is the most advanced technological expression of the Piaggio Group and boasts an extraordinary sporting prize list with 54 world titles in the various categories of sports motorcycling, 294 victories in the World Motorcycle Championship and 52 victories in the WSBK. Aprilia has won 28 of Aprilia's World Titles since the Noale Company joined the Piaggio Group in 2005. Aprilia Racing has been an extraordinary source of talent since its inception. With the bikes of Noale, they have made their debut, raced and won almost all the riders who have made the history of motorcycling in recent decades. Among these, in addition to Max Biaggi, winner of three 250 World Championships with Aprilia from 1994 to 1996 and then two in SBK in 2010 and 2012, there are Loris Capirossi, Valentino Rossi, Jorge Lorenzo, Casey Stoner and Manuel Poggiali, Marco Simoncelli, Alvaro Bautista and, with the Derbi brand, a very young Marc Marquez.

Founded in 2009 as a business unit of Equent Media Group in order to explore and expand the role that technological innovation will play in the field of industrial communication, Realmore develops a new generation of Augmented Reality and Virtual Reality solutions to improve production processes and to help companies to involve their customers through immersive and emotional digital experiences.

DAQRI is the leading Professional Grade AR™ technology company. The cutting-edge DAQRI Visual Operating System™ (Vos) powers an ecosystem of AR products, including DAQRI Smart Helmet® and DAQRI Smart Glasses™. These rugged AR wearables increase productivity, enhance training, and improve safety across a broad range of industries such as aerospace, energy, manufacturing, architecture, engineering and construction, and more. DAQRI has developed real-time holographic displays with proprietary Software Defined Light technology, and is bringing AR to the car with the DAQRI Smart HUD™. Headquartered in Los Angeles, California, DAQRI has offices in Detroit, Michigan, Ireland, Austria, and the United Kingdom. To learn more, please visit [daqri.com](http://daqri.com).

**BacktoWork24** The first Italian operator to be offering managers and investors a set of integrated solutions which promote the investment of financial resources and professional skills in early-stage and start-up companies. The Company aims at generating a virtuous circle which fosters the inflow of financial resources and know-how, via innovative vehicles, into the economy.

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