


TERREX

VERTICAL REALITY

ADIDAS TERREX LAUNCHES
THE 'DELICATESSEN' VR
CONSUMER RETAIL EXPERIENCE



HOW HIGH IS TOO HIGH?

Outdoor enthusiasts will be transported into the shoes of professional climbers to take on one of the hardest climbs of the Bavella mountain range in Corsica, with the help of cutting-edge Virtual Reality in a new vertigo-inducing consumer experience from adidas TERREX.

Blood replaces chalk stains that mark razor-thin granite edges. With each movement climbers Delaney Miller and Ben Rueck feel the skin burning from their fingertips. Every move they take is recorded by 16 GoPros as well as a team of pioneering photographers and software technicians.

Under clear and open Mediterranean skies, buried deep in the heart of Corsica, the rough-hewn granite 'Delicatessen' (8b/b+) route summit looms overhead. It's the ultimate climb within the Punta Du Corbi, an imposing tombstone of rock looming over the valley. The sensation of being just a few holds away from the peak, standing nearly 1,040 metres above sea level, is now completely accessible in this unique project.

Bespoke installation zones strategically positioned outside adidas retail stores in China will give consumers the opportunity to immerse themselves within these Bavella Mountains.

Players wear headsets to enter the 3D recreation of the stunning volcanic landscape and get a visceral sense of the climb with interactive 360 degree video. In this professionally crafted experience, players learn about the best outdoor climbing practices against scenic backdrops, and push themselves by virtually climbing to the final leg of the Delicatessen summit.

adidas TERREX created this project alongside professional climbers Delaney Miller and Ben Rueck which was shot by renowned climber and photographer Jess Rueppel. The team partnered with Google, with whom they repurposed an 8k resolution stereoscopic rig, called Google Jump, to film the expansive landscape in 360 degrees. A Google Expedition (virtual reality teaching tool) will also be launching soon.

Stuart Wells, Global Director of Brand Marketing for adidas TERREX, said: "Our athletes are fueled by creativity and are always pushing the boundaries of what is possible, and we're constantly testing the limits of how we can use new technologies to convey the exploits of our athletes. With immersive technologies like VR, we're able to replicate outdoor sports experiences that customers might not consider otherwise. With this we're able to introduce how exhilarating outdoor climbing can be, and help them make informed choices about adidas TERREX products."



THE ADIDAS TERREX 'DELICATESSEN' VR EXPERIENCE CAN BE FOUND OUTSIDE SELECT ADIDAS RETAIL STORES IN CHINA, PLUS A TEN-STOP CONSUMER ROAD SHOW IN CHINA IS TAKING PLACE FROM SEPTEMBER – NOVEMBER 2017. MORE LOCATIONS IN WESTERN EUROPE TO BE ANNOUNCED SOON.



About adidas TERREX

adidas TERREX is the creator brand in the outdoors. We exist to inspire those who shape their own path in the outdoors. Those who unleash their imagination and progress beyond their expectations – be it climbing, trail running, mountain biking or multi mountain sports.

We do this by striving for new, innovative design solutions, made possible by integrating adidas' own technologies as well as the finest materials from partners including GORE-TEX®; PrimaLoft®; Polartec® for apparel; and Stealth® and Continental rubber for footwear.

We are proud to count outstanding athletes as Sasha DiGiulian, Shauna Coxsey, Kevin Jorgeson, Martin Söderström, Kai Lightner, Mina Markovič, Luis Alberto Hernando and the Huber Buam in our family and to be a long-standing title sponsor for adidas ROCKSTARS, the contest for the international bouldering elite.

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Creative Partners

BYO - <http://byo.works>

BYO is a collective of experienced industry heads, doing advertising differently. Producing great things for reasonable prices. They use a flexible network of specialists and top talent to solve any marketing problem.

Somewhere Else - <http://somewhereelse.co>

Somewhere Else is a creative agency and immersive technology specialist that designs VR and AR products, content and platforms. The team is a strategy, production and marketing powerhouse with a passion for immersive storytelling, which helps brands, agencies and innovators navigate and channel their full potential in the 'Age of Experience'.

3DAR - <http://www.3dar.com>

3dar is a creative collective studio with headquarters in Buenos Aires and sales offices in California. With over 12 years of experience in the market, 3dar started as an animation services firm and has since produced hundreds of TV commercials, experiential activations and experimental projects.