

MOBILE

## Ferrari immerses mobile users in brand world via app

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By TRICIA CARR

Italian automaker Ferrari is immersing consumers in the brand through an all-encompassing iPhone and iPad application that takes advantage of the capabilities of a mobile device such as the camera, wallpaper and augmented reality.

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**Luxury Daily**

The automaker is offering the Ferrari Mania app at a special launch price of \$0.99. The app includes a Ferrari-themed camera, custom alarm click sounds, brand wallpapers, augmented reality, a speed simulator, videos, a dealer locator and the Ferrari store.

"The Ferrari Mania app is effective in incorporating some of the latest technology for mobile devices," said John Casey, founder and director at FreshFluff, New York. "Those such as the simulators, Ferrari-themed photos, augmented reality and three-dimensional features are important – virtually all of these features are expensive programming components for a developer."

"It is a very sharp and sporty app," he said. "If you are a couch potato whose primary exercise is playing with your mobile device, then this app is made for you, with lots of features and activities."

"And, if you happen to fall asleep on that couch playing with your mobile device, the

Ferrari Mania app even has an alarm to wake you up."

Mr. Casey is not affiliated with Ferrari, but agreed to comment as an industry expert.

**Ferrari** did not respond before press deadline.

## Description

The Ferrari Mania app is available in the [App Store](#). It is compatible with iOS 6.0 or later and is enhanced for the iPhone 5's four-inch display.

The app is currently available in English.

Users can navigate to all sections of the app from the home screen.

The first section on the home screen is Cars that contains image galleries, videos and performance stats on Ferrari's current and classic models. It also features some Sports Prototype models and Formula 1 cars.



## Cars section

Next, the Clock section is a customizable clock inspired by classic Ferrari tachometers. Users can set their alarm to be the sound of the engine of the F12berlinetta vehicle or another sound.



### *Clock section*

The About section gives more information about the company. Users can locate nearby Ferrari locations and find out more about the Prancing Horse symbol, brand philosophy and Maranello, Italy-based factory headquarters.

Another section in the app is Experience. It is split into four sub-sections: RedCam, Virtual, Photos and Wallpapers.



### *Experience section*

The RedCam lets users take photographs using live filters. Within the app, users can post their images to social media and share them via iMessage.

The Virtual section is the augmented reality function of the app.

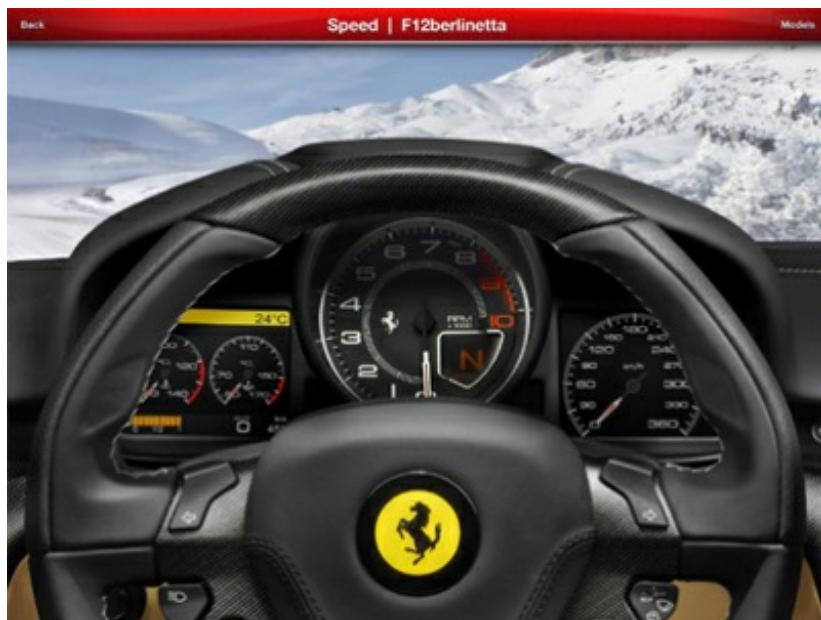
Users can point their iPhone or iPad's camera at currency such as the U.S. dollar, or a special Ferrari logo. The currency or logo then transforms into a three-dimensional virtual Ferrari vehicle.

Users can move their mobile device to view all angles of the virtual model.

The Experience section also contains Ferrari wallpapers for the iPhone, iPad and iPod.

Meanwhile, the Store section lets users browse the Ferrari Store on the app.

Lastly, the Speed section is a simulator that uses both audio and visual displays to create the driving experience. Users can virtually sit in the driver's seat of a Ferrari vehicle.



### *Speed section*

Adventurous side

Ferrari seems to be upping its mobile efforts lately since it just released another iPad app dedicated to its FF four-seater.

The automaker is letting savvy consumers explore the FF vehicle through lifestyle videos and technology demonstrations in the Ferrari FF app.

Consumers can configure a car, view adventure videos starring the FF, see the model on different terrains and uncover technological secrets.

Similar to other luxury automakers, Ferrari is likely devoting a mobile app to a particular model in hopes that consumers will increase their knowledge of the FF and consider making a purchase.

The FF iPad app is available for free in the [App Store](#) ([see story](#)).

Each of Ferrari's mobile apps seem to have a purpose of their own. The Ferrari FF app looks to enhance a particular model while Ferrari Mania is likely the automaker's attempt to become part of the mobile lifestyle of its customers and fans.

"The strategy is to use the Ferrari Mania app as another way for Ferrari owners and fans to interact with the brand, and to do so in a variety of ways – simulators, photos and the augmented reality," Mr. Casey said.

"For Ferrari owners, it is a nice toy to accompany their real toy, and a way to learn about

the history of the brand,” he said. “For those who aspire to own a Ferrari, it is an engaging way to be a part of the brand, without actually owning the brand centerpiece.”

#### Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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