

ROAD
INC.

www.roadincorporated.com

Press kit

Pyrolia presents iPad application Road Inc.

The first ever digital resource dedicated to the automobile

Road Inc. is a unique application for the iPad dedicated to the automobile and its history. An experience designed like a digital, interactive museum, Road Inc. plunges the user into a universe of cars that have reached legendary status. With cinematic-quality, interactive 3D imaging, previously unseen texts, 350 sound tracks, and a richly designed graphical universe, Road Inc. combines this new digital editorial format with unprecedented documentation. The application includes 4,000 images, several hours of video and 200 sound samples.

Moreover, Road Inc. is a work of art; drawing expertise from every creative domain with extraordinary attention to detail and providing a revolutionary new look at automobile history.

The Road Inc. team has developed and improved this innovative editorial experience for 50 exceptional automobile models, and in so doing, has marked a turning point in the world of interactive publishing.

Editorial

Since its beginning, the automobile has continuously fuelled the passion and social development of the world, evoking some of the most exceptional dreams and creations of the 20th century. An amalgamation of freedom, progress, performance, seduction and power, the automobile is an intrinsic extension of the individual, and over time it has become a reflection of the society that it transports and inspires.

With the best technology available, we have created a magical and lively journey through this human experience in which everyone can immerse themselves.

Charles-Evrard Tchekhoff
Producer

Rich, unequalled content

Road Inc. is a true interactive library that combines a selection of meticulously detailed archives and eye-witness accounts with a vast and detailed digital space, immersing the user in a journey beginning at the genesis, and following the career of each car.

50	previously unseen 3D interactive reconstitutions
50	soundtracks
50	detailed fact sheets
200	pages of original writing
500	studio photographs taken by the world's best photographers
2,000	location photographs
180	press cuttings
60	examples of correspondence
200	period advertisements
90	brochures
150	factory schematics
80	sketches
150	engine noise samples
40	maintenance manuals
25	yearbooks
75	video extracts (films, interviews, documentaries, etc.)

Road Inc. provides an unparalleled depth of content and levels of interactivity, allowing the user to fully explore each model presented.

Digital imaging

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4,000 documents



Advanced digital imaging

Road Inc. has made full use of the most advanced imaging software and techniques usually reserved for the cinema industry.

Road Inc. is one of the first multimedia projects to take on the challenge of bringing complex and high-end visual production techniques (high poly modelling, texturing, multilayer rendering, compositing, specific computer clusters, etc.) to tablets and smartphones.

In the hands of expert technicians and artists, this state-of-the-art technology has allowed the composition and reconstitution of each model, and a large number of 2D and 3D objects in an interactive environment. This aesthetic approach has resulted in unprecedented visual design, from the modelling to the quality of lighting, from the choice of textures to the colourimetry, producing an experience never seen before in the domain of interactive applications.

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3D modeling

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Bugatti Veyron 16.4



A sensory and intuitive interface

Road Inc. provides a unique, fluid and intuitive user experience, reducing the need for buttons and commands to an absolute minimum. Thanks to an in-depth study carried out on the behaviour of real-world objects, and sophisticated computer simulations, Road Inc. aims not simply to reproduce a number of car models but to create an authentic interactive experience with them; an extension of reality. The technology itself takes a back seat to this immersive experience.

The interface itself has been made as accessible as possible. The user can navigate with a remarkable sensation of fluidity, without ruptures or breaks. Physical interaction with the automobiles, objects and organic materials (paper, leather, wood, etc.) is direct and sensory in nature, taking advantage of numerous dynamic and progressive features (usage memory, alteration of materials, etc.).

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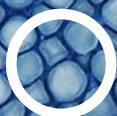
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Immersive experience

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The unveiling of
the Delage D8 120 S



A virtual museum approach

The Road Inc. application presents 50 monuments of automobile history in an entirely new digital setting, similar to that of a museum. In Road Inc., new technology is combined with archive documents in a journey through history, design, innovation and emotion. Connections are forged between aeroplanes and automobiles, Art déco and modernist, rockets and Cadillacs, sketches and prototypes, dreams and victories, or even race-tracks and production lines.

Road Inc. offers the opportunity to discover a detailed environment in a living, animated and immersive experience, alternating between the exploration of spaces, active objects, lighting effects, audio environments and a range of materials.

Showcase

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AC Cobra 289 MK II



Craftsmanship on display

Luxury trimmings and materials have been carefully selected and recreated in order to fully display each automobile model's unique characteristics, demonstrating their individual personality, and anchoring them in the real world.

Every piece of paper, leather, wood and other material used is unique to each model. This bespoke creation is the fruit of an extensive collaboration with numerous craftsmen, from amongst the best in France in many specialised trades (binders, wood finishers, leather and cloth upholsterers and other experts). Notably, Pyrolia has worked with Sennelier, an international importer of rare paper types, and Maison Tassin, the principal supplier for more than a century of the finest interior decoration, aeroplane, luxury automobile and boat fitting companies.

The end result is a wonderful meeting of refined craftsmanship and state-of-the-art techniques, making Road Inc. a true creation of digital "haute couture".

Materials

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Ostrich leather

Delahaye 135 CC
1937

Thematic expertise

Road Inc. was built on the expert knowledge of specialised automobile industry historians, writers, archivists, collectors and journalists.

This thorough and complete collaboration allows extensive attention to detail, and provides relevant and precise information. This is the case throughout the project from the writing of the texts, to the creation of the interface, graphic design, animations, sound samples and the selection of illustrations.

Every part of Road Inc. has been reviewed by experts, from the authentication of 3D reconstructions to the technical data sheets, or from the selection of finishing materials to the racing trophies, so as to provide an experience that is not only visually pleasing and enjoyable to use but is also as historically and technically precise as possible.

-06.08.
-06.09.
-06.10.
-06.11.
-09.27

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Technical schematic

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Volkswagen 4-cylinder engine

-07.21
-07.09
M6 K-751
66 DIN 751
-01.11
-07.18
M6 K-751
66 DIN 751
-01.18
-04.08
-09.18/18
-08.03
-08.09

-05.21
-05.28
-05.18
-05.11
-05.13
-05.14
-04.14
-04.10
-04.09
-04.08
-05.34
-04.03
-04.02
-04.01
-08.05/27

-03.01
-03.13
-03.14
-03.02
-03.03
-03.07

-03.05
-03.08
-03.09
-03.12
-02.01
-03.06
-03.11

-01.01
B 18-22 DIN 7613
AM 18-25 DIN 7604

-01.02
M6 K-751
J Z M 6
M6-20 K-551

-08.
-05.
-05.
M6
-03.

370

74-9

The first 50 models

I — 25

De Dion Bouton Vis à vis Type D — 1899
Ford Model T — 1910
Bugatti 35 B — 1927
Alfa Romeo 6C 1750 — 1929
Bentley 4 1/2 litres “Blower” — 1930
Bugatti 41 “Royale” — 1930
Avions Voisin C 25 — 1934
Rolls Royce Phantom II - 1934
Delage D8 120 S — 1936
Delahaye 135 Compétition Court — 1937
Duesenberg SJ — 1937
Mercedes - Benz 540 K — 1937
Peugeot 402 Darl'mat — 1938
Willys Overland Jeep MB — 1944
Jaguar XK120 — 1950
Bentley Continental R — 1952
Volkswagen Coccinelle — 1952
Mercedes - Benz 300 SL — 1954
Pegaso Z 102 B — 1954
Porsche 356 A — 1955
Jaguar Type D — 1956
Lancia Aurelia B24 S — 1956
Chevrolet Bel Air - 1957
Chevrolet Corvette — 1958
Cadillac Eldorado — 1959

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Citroën 2 CV — 1959
Rolls Royce Silver Cloud II — 1959
Jaguar Type E 3.8L — 1961
Ferrari 250 GTO — 1962
AC Cobra 289 MK II — 1963
Aston Martin DB5 — 1963
Austin Healey 3000 — 1964
Austin Cooper S 1275 — 1965
Citroën DS 21 — 1966
Ferrari 275 GTB/4 — 1966
Jaguar XJ 13 — 1966
Pontiac GTO — 1966
Ford Mustang 390 GT — 1968
Porsche 911 — 1968
Ford GT40 — 1969
Porsche 917 K — 1970
Maserati Ghibli 4900 SS — 1972
Lamborghini Countach LP 400 — 1974
BMW M1 — 1980
Ferrari Testarossa — 1984
McLaren F1 — 1994
Ferrari Enzo — 2002
Bugatti Veyron 16.4 — 2006
Mercedes - Benz SLR McLaren — 2009
Pagani Zonda — 2009



App Store

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Ipad

Available on the App Store





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Pyrolia

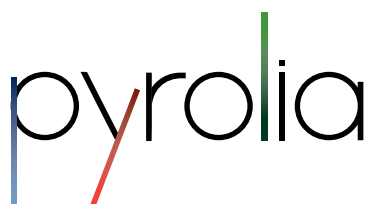

www.pyrolia.com

Producer publisher



About Pyrolia, the producer and publisher of Road Inc.

Pyrolia designs, produces and publishes specialised multimedia-based digital resources around specific themes for use on smartphones, tablets and related multimedia platforms.



pyrolia

Pyrolia was founded by Charles-Evrard Tchekhoff. With a strong background in web design and audiovisual aids, he has built up a team of artistic, technical and commercial experts in order to launch the Pyrolia project in 2010.

In 2011, in order to accelerate development, Pyrolia obtained investments from the finance, Internet and media sectors.

Market research and approach

With the ever increasing popularity of electronic devices and convergence with digital media, a huge new clientele, previously uninterested in entertainment based technology products, became users of smartphones, tablets and televisions with Internet connections.

From its beginning, Pyrolia has been based on a quality creative and editorial approach. Its goal has been to fill the existing gap for themed content by creating multimedia “universes” adapted to this group of consumers; one which has grown exponentially and continues to steadily increase.

Product range

All of Pyrolia’s editions are conceived on a multimedia basis right from the outset and are designed and adapted specifically to harness the full capacity of their destination platforms, operating systems, interface, performance, etc.

All of Pyrolia’s editions are constructed using a common and progressive proprietary process, enhanced by extensive R&D capacities. Future themes to be covered include aviation, navigation, arts & techniques and the cinema.