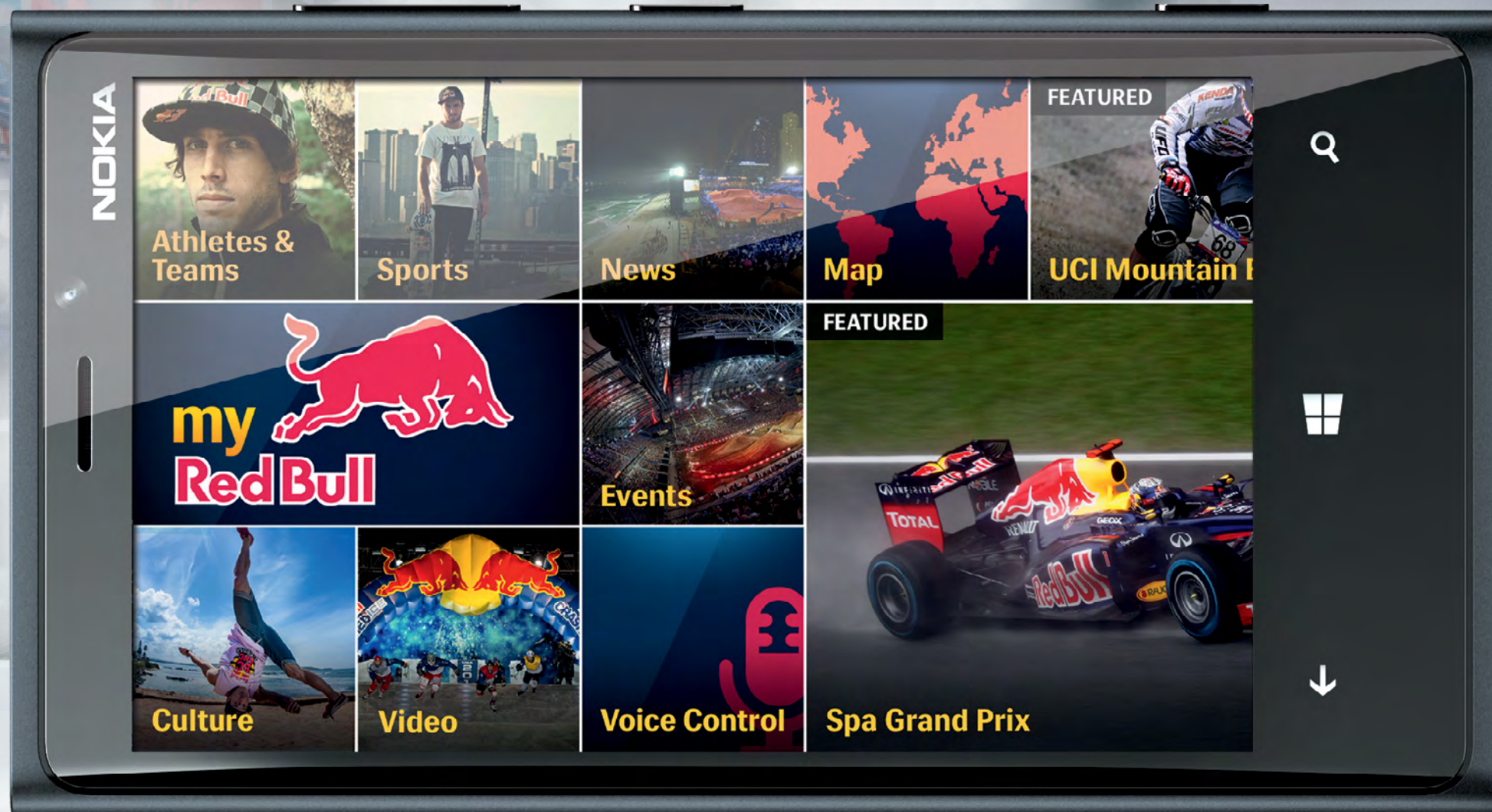


THE WHOLE WORLD OF RED BULL NOW ON YOUR NOKIA PHONE

THE WORLD OF RED BULL APP



ABOUT THE APP

Welcome to the World of Red Bull app, a mobile gateway to all Red Bull events, athletes and playgrounds...

The World of Red Bull application, now available in the global Windows and Nokia marketplace, combines the latest news, interviews, interactive maps, localized events, access to athletes, moving and still images from all Red Bull sports and playgrounds into one user-friendly hub. It is built to be fully personalized and localized, giving the consumer the chance to see the big picture from the World of Red Bull and the ability to fully customize the experience using the My Red Bull section. Consumers will be able to access the world's best sporting and cultural content, including news, highlights, over 800 annual events with location information from Nokia Maps and real-time access to its over 400 athletes and inspiring personalities.

If your real passion is motorsports or you love everything about Felix Baumgartner. If you are eager to explore the hottest nightclub in town or want to know when the next Red Bull event takes place, you can simply customize feeds by easily tagging that particular interest. In essence, the app delivers premium content that only Red Bull can provide in a truly unique way...

www.redbullmobile.com/worldofredbull



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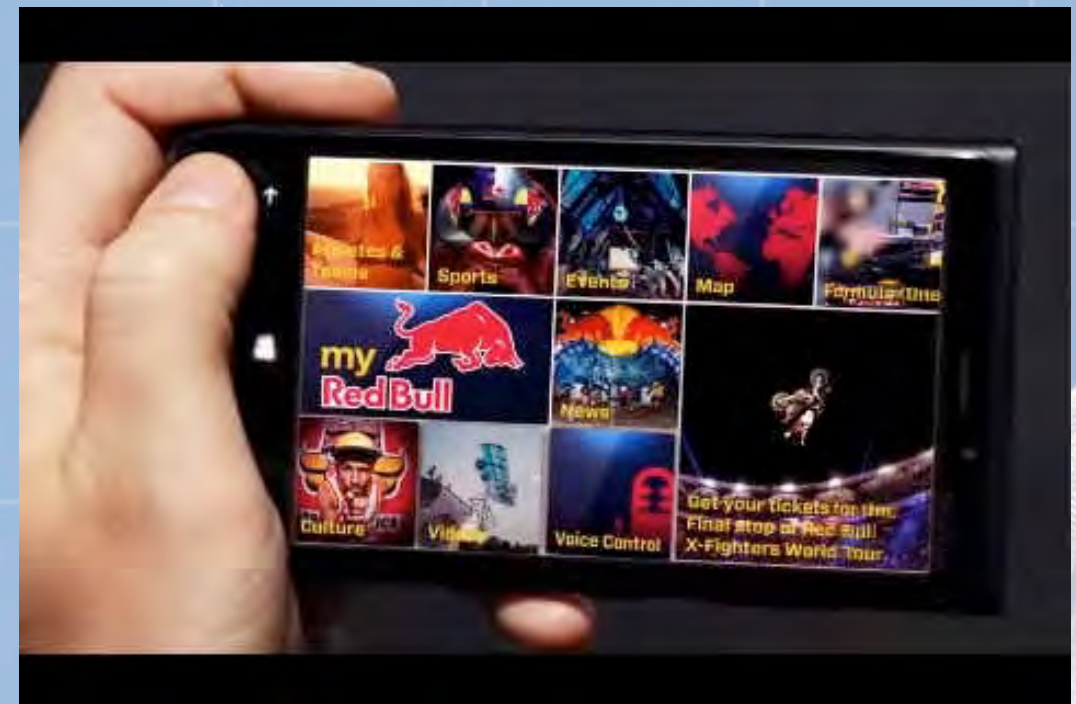
Focus on: **Athletes, Sports and Events** Culture Maps, News and Videos sections My Red Bull

Our first look at the usability of the new World of Red Bull app shows how you can keep up with your favorite athletes and sports stars...

From Aaron Chase to Zered Bassett, the World of Red Bull app, exclusive to Nokia, has got every athlete covered. Scroll down the page for an alphabetical list of the detailed profiles of all World of Red Bull players.

Click on any athlete, for example Sally Fitzgibbons, and you will be welcomed into an absolute encyclopedia on the Aussie surfing prodigy. Sally-centric videos, news stories, images, interviews and features are displayed instantly and can be browsed at your leisure. Click on the clearly marked arrow tab and you'll be able to read all about the top-ranked pro's career, while also catching up with her tweets without having to log into a separate Twitter app.

You can then add her profile to My Red Bull or pin her to your Nokia start page so you can be sure you'll never miss out on the latest from Ms Fitzgibbons' world.



Link and embed code to World of Red Bull teaser trailer
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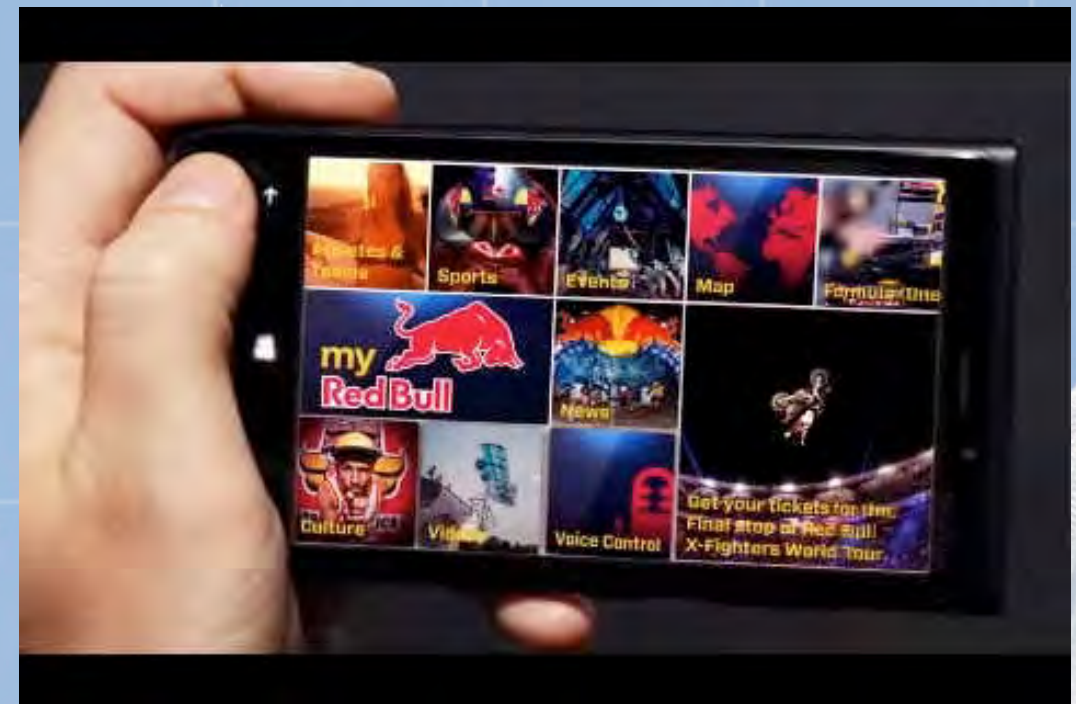
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This all-encompassing approach to the athletes also applies to the Red Bull range of sports. Simply run your finger over the Sports icon and you're given a choice of everything from Adventure to Winter with all sorts of balls, motors, wheels and boards in between. If you want to find out more about bikes, for example, simply tap the relevant button and you'll be taken to a page where you'll find every type of news story and multimedia feature you could want. What's more, you can order them by date or athlete preference, and you also have the option of adding the section to your World of Red Bull home page grid or your Nokia desktop.

The application will also keep you up to date with any event related to your favorite sport or athlete through the Events channel.

The Events icon contains all upcoming Red Bull events in one place. For example, if you click on the F1 United States Grand Prix page, you'll be given a date and start time, information about the event, a link to additional relevant news stories and the opportunity to set a reminder by adding it to My Red Bull, the app home page grid or the Nokia desktop. That way you can be sure you'll never miss a moment of the big build-up.



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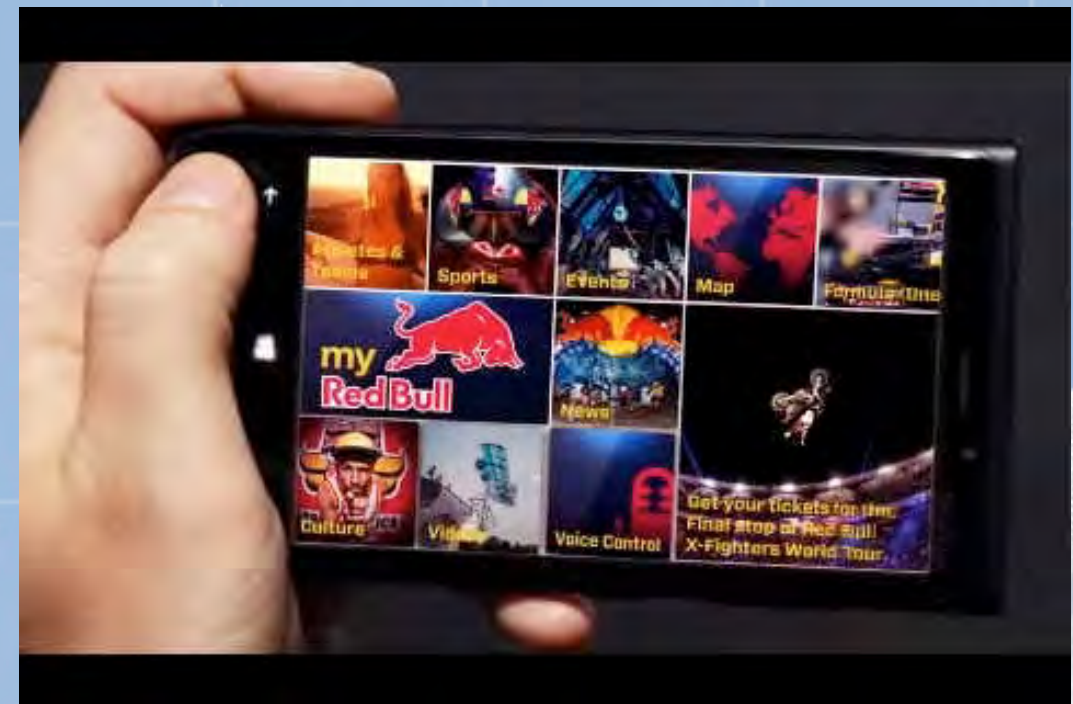
The second part of the World of Red Bull app is for all you music lovers, film fans and culture vultures out there...

Found on the app home page, the Culture channel gives you the option of discovering more about Red Bull Dance, Film, Gaming, Music, Creativity and even the gloriously inventive Flying Bach project.

For example, let's say you want to find out more about Red Bull Music. Tap the Music tab and you're presented with a rolling stream of the latest news, reviews, videos and blogs from around the world — all of which are sharable via Facebook and Twitter. You can then choose to add the section to your app home page or pin it to the Nokia desktop, thereby ensuring that you never miss an update.

Red Bull live Culture events shouldn't be missed either — now you can keep up to date via the Events pages. Find what you like, click through for more info, forward to friends and favorite the event to ensure you're kept completely in the loop (read about the Event pages [here](#)).

From live recordings at Red Bull Studios to one-off movie screenings to keeping up with the Flying Bach World Tour, you need never miss a cultural moment again.



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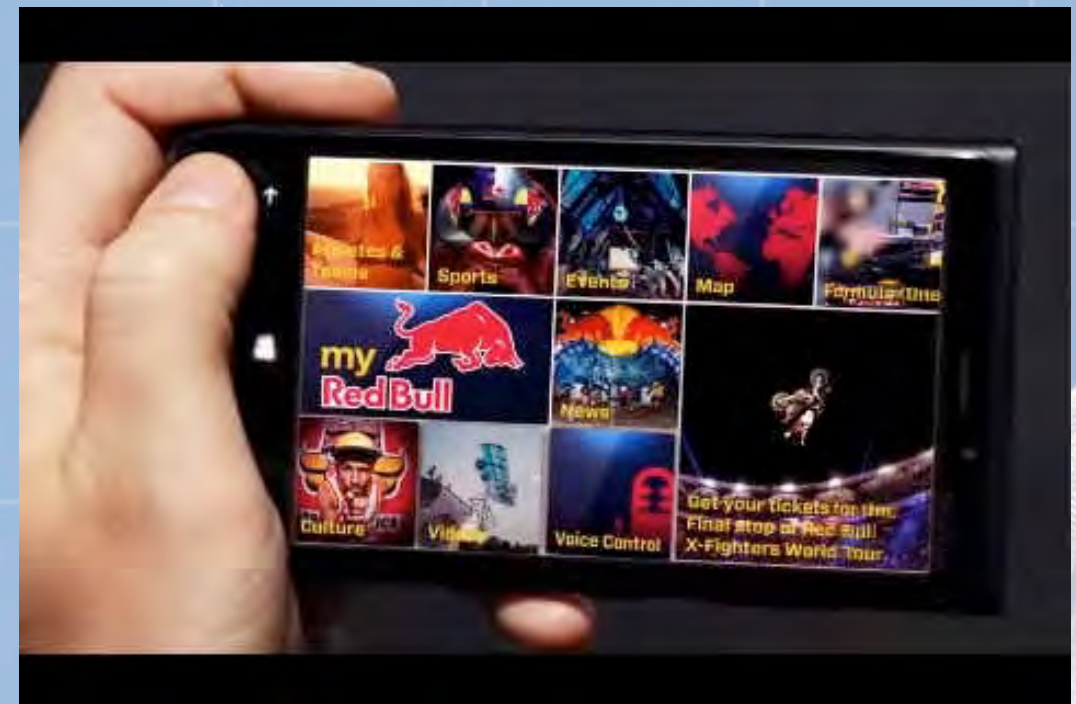
Focus on: Athletes, Sports and Events Culture **Maps, News and Videos sections** My Red Bull

The third part of the World of Red Bull app shows how geo-tagging, up-to-the-minute reports and crystal-clear clips will always keep you in the picture...

Perhaps one of the most exciting elements of this application is how you can localize and personalize content specific to you.

The most immediately useful tool for picking up on what's going on in your area is the Map feature. Tap the tab and you'll be presented with a world map containing blue and yellow icons. The yellows represent videos and still images while the blues symbolize events (you can disable either color in the map filters option if it's all getting a bit too busy for you). Simply place your finger on your chosen button to find out more.

Click on London, for example, and you'll find that a premiere screening of the mountain bike documentary Where The Trail Ends and Red Bull's crazed skate-centric Crashed Ice are both coming up soon. You can then click on the event to find out more (read about the Event pages here).



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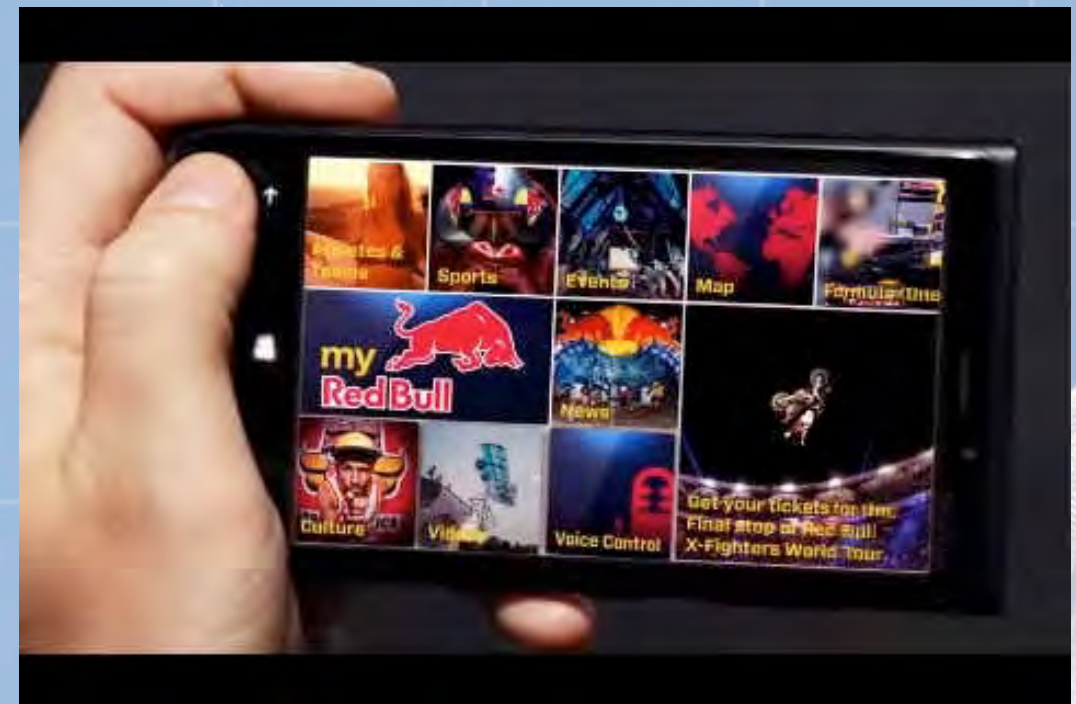
Focus on: Athletes, Sports and Events Culture **Maps, News and Videos sections** My Red Bull

If you want to narrow down the search and find out what's happening specifically in your area, tap the Near Me option and the app's geo-tagging technology will whisk you to the events closest to your home.

If you consider yourself more a citizen of the planet and open to just about everything, however, you'll do well to check out the rolling News section. Constantly updated and including everything that could possibly pique your interest, the channel combines written stories, blogs, webisodes, videos and much more to ensure that you're never left wanting for the latest information.

Video has always been popular at Red Bull. Easily found on the app home page, the section lists by date order the latest Red Bull clips to hit the web. Fast-loading and beautifully presented, the videos come complete with further info and the option to save to My Red Bull or forward to friends via Facebook and Twitter.

Information, interactivity and sharing is the name of the game and the World of Red Bull app makes it simple to get what you want fast and forward it on even faster.



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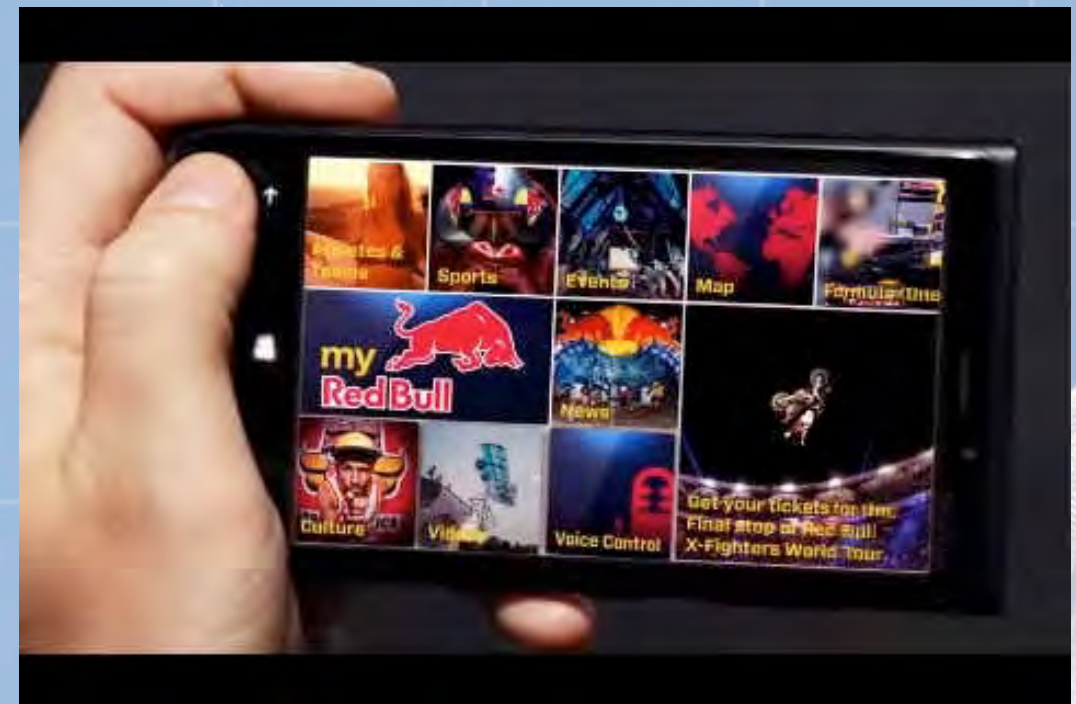
Our final look at the World of Red Bull app discovers how you can demand your own content...

With the World of Red Bull app you have access to every aspect of what we do, and you can personalize the app as you want.

The My Red Bull channel lets you find an event, athlete, sport, cultural happening, world series or featured story you want to know more about and lets you register your interest by simply hitting the 'Add To My Red Bull' option.

From here on, everything you could possibly want to know about your chosen favorites will be available in the My Red Bull folder. You can also use this feature to easily see what's going on in your part of the planet with Local Events and keep up to date with your top athletes' social network movements.

What's more, you can even save My Red Bull to your Nokia desktop so you can get right to the good stuff even faster. Quick, easy and painless, My Red Bull makes navigating the world a breeze.



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In February 2012 Red Bull Media House and Nokia announced a rolling two-year exclusive signature partnership deal. For Red Bull, this is a new chapter in delivering its world-renowned content.

The announcement reinforced both Red Bull and Nokia's commitment to delivering must-have content, news and interactive experiences combined with the technological possibilities of the Nokia Windows environment. The partnership will see Red Bull Media House and Nokia utilize complementary strengths and expertise to create market-leading content on a device renowned globally for its commitment to innovation and quality.

The partnership will extend through global and local marketing activities to build customer touch points by bringing breathtaking Red Bull content to the fingertips of consumers across the world. 24 hours a day, seven days a week.

Alexander Koppel, Chief Commercial Officer Red Bull Media House said, "At Red Bull we like to challenge the status quo. Working with Nokia we have created a truly innovative product that takes breathtaking Red Bull moments directly to our fans. This unique app delivers world-renowned, exciting, unique content that only Red Bull can provide, on a platform backed by the best technology, which further enhances the consumer experience."



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ABOUT RED BULL MEDIA HOUSE

Red Bull Media House is a global media company that creates compelling sports, culture and lifestyle programming and distributes it across multiple platforms. From film to television, print to digital and games, Red Bull Media House content is optimized for any device or platform. For more information, go to www.redbullmediahouse.com.

ABOUT NOKIA

Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use their Nokia to capture and share experiences, access information, find their way or simply to speak to one another. Nokia's technological and design innovations have made its brand one of the most recognized in the world. For more information, visit www.nokia.com/about-nokia



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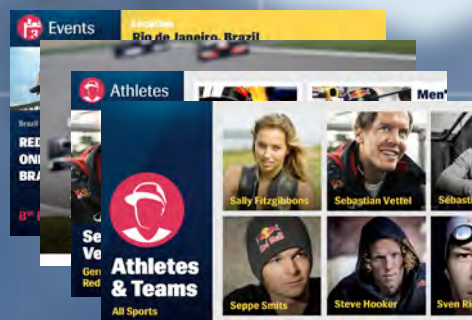
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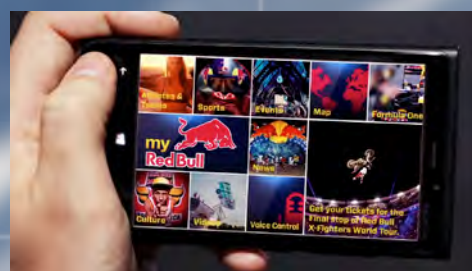
World of Red Bull Logo



Screens



World of Red Bull Banner



World of Red Bull App Trailer

[Download all the artwork and assets here](#)

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On November 6, the World of Red Bull will, quite literally, be in your hands as Nokia exclusively releases a ground-breaking new app on its devices. We spoke to the development team about what this means for everybody...

What can users expect from the World of Red Bull experience?

It's not another ordinary application; rather it's a mobile gateway to the multi-faceted World of Red Bull. The application offers users the chance to interact with everything Red Bull, ranging from news and highlights to detailed content around events and athletes across a variety of different media.

The World of Red Bull is a very big place – can the app be adapted to suit each user's preference?

Yes, the app not only offers users the chance to interact with the entire World of Red Bull but it also allows users to view content relevant to their location and to their personal preferences through the My Red Bull section.



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What sets the app apart from its competitors?

First and foremost, it's all about the exclusivity of Red Bull content. The app aggregates news, interviews and moving and still images from all Red Bull playgrounds and combines this variety into one user-friendly hub. It gives people the chance to see the big picture from the World of Red Bull, plus the ability to customize their experience using the My Red Bull section. Also, thanks to geo-tagged content, users can check what's happening close to them.

Who do you think the World of Red Bull app will appeal to?

The same market that currently enjoys everything Red Bull has to offer, especially those who have an interest in sports, athletes and culture. We also firmly believe that current Nokia users will find plenty to enjoy in the app.



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