

Birds Eye View Pro to Film BAC Mono at the Gumball Rally - Regent Street in 360 Degree Video

Submitted by: Media Street

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The world's biggest car race is about to be filmed through the eyes of professional racing driver Oliver Webb in one of the fastest supercars in the world – the "BAC Mono". Car fans will be able to experience the Gumball Rally Regent Street spectacle through an online 360 degree video – "a spherical viewing experience" that will put you in the driving seat.

The Gumball Rally London stage is set to take place on Monday 2nd May, viewing in this totally unique way will allow those who can't make the event or who want to relive the action that much better. You will be able to view the procession at your chosen angle, making it all the more engaging.

Gumball Rally 2016

From Dublin to Bucharest, the 3000 mile journey is in its 18th year running. This international event takes place on public roads and combines cars, fashion, music and entertainment for the community.

The 360 degree film is set to capture the Regent Street celebrations like never before by focusing on the stunning Mono sports car in amongst all the other top cars during the rally.

The BAC Mono is a lightweight supercar and uses the latest racing technology to perform at ultra-high speeds. Birds Eye View Productions (<http://www.birdseyeviewpro.co.uk/>) have teamed up with Briggs Automotive Industry to showcase the car's reception at the Gumball Rally London spectacle in the most captivating and original way possible.

" It's called the mono and it's amazing - Jeremy Clarkson. "

Meet Birds Eye View Productions

The exciting film project will be carried out by Birds Eye View Productions; a London based professional photography and specialist ground and drone aerial filming company (<http://www.birdseyeviewpro.co.uk/services/aerial-filming/>) that have teamed up with BAC Mono to bring the audience a spectacular virtual reality experience by doing what's never been done before.

Having proficient experience in aerial filming, photography, interactive and 360 degree video, they are fully accredited suppliers in innovative creative media production.

Here's a taster of what you can expect... BAC Mono's Racing Car 360 Degree Video (<https://www.youtube.com/watch?v=IYebUVfohs>)

A virtual reality experience of The Gumball Rally

360 degree films are also known as 'virtual reality' when wearing a headset, giving viewers the

ability to select their chosen view by turning their heads or if viewed on a computer or tablet, through the movement of a cursor or rotation of the device, allowing them to view the incredible motion picture from ALL angles!

By attaching the camera device to the vehicle, Birds Eye View Productions are prepared to show fans of fast cars something they aren't likely to forget. Just by clicking a link, people will be able to view the event up close and personal and experiencing what it's really like to be in the driver's seat! Viewers of the 360 video will be able to immerse themselves in the noise and excitement of the day, starting with the action on Regent Street and the procession of amazing cars.

The celebrity motor event which is sponsored by the likes of MTV and YouTube is expecting huge crowds this bank holiday. With thousands of fans and photographers, the cars will make an appearance from 10am while spectators can await the arrival of the race in the evening.

By demonstrating the latest, cutting-edge technology and combining it with one of London's most popular events, people are about to see something fresh, vibrant and exciting! The build-up of the race and the beauty of the BAC Mono can be recognised over and over.

The 360-degree footage of the BAC Mono will be available from Monday 9th May on YouTube and The Facebook (<https://www.facebook.com/birdseyeviewproductions/>) page of Birds Eye View Productions, who are truly excited for the outcome of the project.

If you would like early footage of this epic event or further information on the project, contact Matthew Williams, the owner and director of Birds Eye View Productions enquiries@birdseyeviewpro.co.uk.