



THE NEW MULTIMEDIA CHRISTOPHORUS

This Issue Can Move!

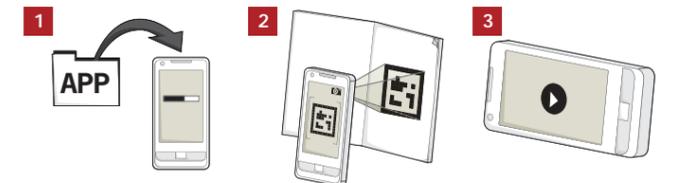
Starting with this issue, *Christophorus* will deliver even more by featuring multimedia content.

The small squares you will find on some pages of this Porsche magazine are not printing defects but rather what are known as QR codes. QR stands for “quick response” — and for you it means *Christophorus* can now do even more. In addition to delivering photos and articles, we have now entered the world of multimedia—these squares can launch a digital experience. With a smartphone and the right program, attractive graphics can become video sequences, or sometimes also audio sequences or songs. *Christophorus* readers can now see a little more than everyone else—and enjoy exquisite experiences. Read the instructions below and try it out right away with the square to the lower left. Or in other words, get right into a 918 Spyder and set off with us.

You can also access this multimedia content on the Internet, for example at Porsche’s official YouTube channel.

How it works:

First, you need an iPhone (3GS or later) or a smartphone with the Android operating system. We recommend a cell phone that has a camera with at least two megapixels.



1 Select the respective application (QR reader) from your usual platform and upload it onto your smartphone (there are free reader apps).

2 Open the application on your smartphone and hold the camera exactly over a QR code on one of the pages of this issue. Many cell phone cameras do not have macro functions, and in that case the image will not be focused. If so, it often helps to scan the code from a distance.

3 When the camera registers the QR code, your smartphone will activate the link to the multimedia content. And now you can start! Caution: a flat-rate service is recommended; otherwise videos can incur high costs.

Photo: Advantage/Niehuus



Green power:
Scan this code with your cell phone camera to experience the development of the Porsche 918 Spyder “live.”

Take a Look



918 SPYDER

It's coming!

Green light: Porsche will bring a limited edition of the 918 Spyder onto the market.

Six months after the presentation of the concept study of the 918 Spyder, the automotive world is still marveling at the high-performance mid-engine sports car from Porsche that can drive 100 kilometers (62 miles) on three liters (0.66 gallons) of fuel thanks to its plug-in hybrid technology. The response the world over has been so overwhelming that a standard-series vehicle with a super-efficient drive concept is being developed. The 918 Spyder is being developed in Weissach and produced in Zuffenhausen. The Spyder made another major appearance in August as ambassador of the automotive future at the Monterey Classic Car Week in California. A special and especially fascinating type of demonstration, the Porsche Intelligent Performance concept already fits superbly into the landscape.



Joyride in a Spyder
Scan this code with your cell phone camera to join the 918 Spyder on a drive in Monterey. See page 13 for more information.