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VIDEO: Transformers 3D webcam demo

Augmented reality app lets you become Optimus Prime on screen

by Amy-Mae Elliott published on 17 June 2009

To promote the new Transformers flick, "Revenge of the Fallen", Paramount has released a "ground-breaking" augmented reality webcam app.

Using face-tracking tech, the app lets Transformers fans use their webcam to picture themselves with the original 3D CGI head of Optimus Prime on their PC monitor.

The video clip above will show you the app in action while visitors to www.weareautobots.com can try the tool and see more film-related bits ahead of the movie's UK release on 19 June.

