For Immediate Release

ARTANIM and VISION3 announce a strategic partnership to develop ground breaking, truly immersive cinema projects.

Artanim and Vision3 today announced a partnership to develop a new format for cinema, music and theatre productions - allowing audiences to experience and physically interact in a virtual and immersive environment.

Geneva, Switzerland – January 20th, 2016

At the heart of the announced partnership is Artanim's **Real Virtuality** platform, the acclaimed multiple user VR system and the only solution available today that offers a degree of complete immersion over a large area - up to hundreds of square meters.

Stereo 3D experts **Vision3** (Gravity, Edge of Tomorrow, In The Heart of the Sea) will look to take **Artanim's expertise** in the field of motion capture, VR and immersive user experiences, and use the Real Virtuality platform to present genuinely innovative entertainment experiences to the public, designed to expand leading properties beyond the screen and stage.

The Real Virtuality platform has a huge capacity for specific customization. The partnership will collaborate with major film studios, production companies, musicians and theatre productions on a series of large scale projects that offer audiences the chance to interact and feel a part of the action in a very real way.

"*The experience offered by Real Virtuality is really unique. Unlike static position VR systems, Real Virtuality allows users to become immersed in a VR environment by walking, running, interacting with physical objects and meeting other people. Users are turned into their own actors and decide how the scenario moves forward. Users' movement exactly match their avatars movements in the 3D environment and are streamed to the users with very low latency. There is no motion sickness experienced, which can be a key drawback of VR. Our aim is to transport users into the middle of the action by immersing them into a better than real, 360 degree, visual, sonic and tactile experience*", said **Sylvain Chagué, co-founder of Artanim**.

"*The creative opportunities that this presents to Studios and Filmmakers is really mind blowing. To date, our understanding of VR is one of a solitary and mostly static existence. The system developed by Artanim completely removes these barriers, makes VR a group activity and allows audiences to truly live and breathe inside a movie or performance. For the first time, we are making VR both a tangible and social*

experience. We are incredibly excited to work with filmmakers to continue to explore how stories can be told with this incredible format." said **Adam May, Company Director at Vision3**

Real Virtuality has been selected to feature at the Sundance Film Festival 2016. The platform will be showcased in the New Frontier program and will be available for demonstration from January 22 until January 30 on the 3rd floor at New Frontier Claim Jumper, 573 Main St, Park City.

You can watch a video of Sundance FF Real Virtuality experience here: https://youtu.be/kxW5H4xj1kA
You can download copyright free pictures here: www.artanim.ch/ftp/ArtanimSundance.zip

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About Artanim

Artanim is a Swiss research institute and company specialized in the development of cutting-edge immersive and interactive systems around motion capture and VR. With the Real Virtuality platform, it aims to offer unforgettable experiences to a wide range of users.

About Vision3

*Vision3 are the world leaders in creative Stereo 3D films and entertainment. With a comprehensive body of work spanning Award winning Hollywood Feature Films, Giant Screen Natural History Documentaries, and international advertising campaigns, Vision3 have pioneered groundbreaking methods of using Stereo 3D to tell stories and connect with audiences. Vision3 are 5 time recipients of the International 3D Society's 'Lumiere Award' including Best Stereogra*phy in 2014 for Gravity.

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