



D-BOX Technologies Announces Partnership with the Virtual Reality Company to Create Unprecedented Virtual Reality Experiences

The Motion Systems Team and Virtual Reality Content Studio Behind the Groundbreaking “The Martian Interactive VR Experience” Will Re-Join to Propel Virtual Reality Capabilities into the Forefront

Longueuil, Québec, June 2, 2016 – Following last year’s successful release of “The Martian VR Experience,” one of the year’s most talked about and ambitious new cinematic/VR developments produced by The Virtual Reality Company for 20th Century Fox Innovation Lab, D-BOX Technologies (DBO-TSX) announced today that it will reteam with The Virtual Reality Company (VRC). D-BOX, the leader in high fidelity motion systems, will partner with VRC, the premiere producer of cinematic VR content, on numerous upcoming projects including an epic action-adventure feature cinematic VR experience, which will likely be set for release in 2017.

The announcement was made today by D-BOX President and CEO, Claude Mc Master and VRC’s CEO and Co-Founder, Guy Primus.

Together, the teams will collaborate, along with The Third Floor (TTF), a VRC affiliate/sister company, the pioneer previsualization provider, to complete a Previs interface for D-BOX motion system under the Unreal Gaming engine platform. The combination of the entities advanced technology, creativity and direction will enable the development of VR content and experiences that emphasize elements and senses audiences do not usually expect.

This announcement marks the first joining of content, production and creative talents in VR. The access and strength of the relationship between D-BOX’s high fidelity motion system, VRC’s exceptional content and TTF’s production strength will create the seamless transfer of information necessary to highlight the unquestionably intricacies of VR experiences and interactions.

“We are very honored to work with VRC and TTF, some of the most talented and creative people in the world of virtual reality,” said Claude Mc Master, President and CEO of D-BOX. “The collaboration of these groups is a testimony to D-BOX’s expertise and ability to make stories more believable through immersive high-fidelity motion systems.”

“For far too long, we have been using minimal senses to enjoy entertainment experiences,” said Guy Primus, CEO and Co-Founder of VRC. “Together with D-BOX and TTF, we are excited to introduce touch and movement on a larger scale and bring the immersive experiences closer to home usage and participation.”

Inspired by the acclaimed 2015 motion picture from 20th Century Fox and Executive Producer Ridley Scott, “The Martian,” “The Martian VR Experience” has been wildly and popularly received through activations at Sundance, CES, Cannes and the Game Developers Conference. In collaboration with the Fox Innovation Lab, D-BOX, VRC and TTF, the revolutionary project brought to life an interactive and immersive portrayal of space made available via Oculus Rift and the HTC Vive. D-BOX uniquely created a motion



track code score aligned with the contextual elements of the production to elevate the interactive experience via their patented motion simulator chairs in real time.

About D-BOX Technologies Inc.

D-BOX Technologies Inc. designs, manufactures and commercializes cutting-edge motion systems intended for the entertainment and industrial markets. This unique and patented technology uses motion effects specifically programmed for visual content which are sent to a motion system integrated into either a platform, a seat or any other product. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unparalleled realistic immersive experience.

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About VRC

VRC - a Los Angeles-based VR production company and producer of The Martian VR immersive experience for 20th Century Fox Innovation Lab, is a premium VR content studio, combining the best in technology, art, and digital story-telling. Four Hollywood veterans—Robert Stromberg, Guy Primus, Chris Edwards and Joel Newton—founded VRC in 2014. Stromberg is recognized for designing many of the most iconic and immersive environments in recent cinema. The emergence of VR provides a new platform for Stromberg to create imaginative and emotional worlds without the boundaries of traditional storytelling. "The Martian VR," which was directed by Stromberg and produced by VRC for Fox is widely considered the first piece of tent pole VR content. For additional information, please visit www.thevrcompany.com.

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