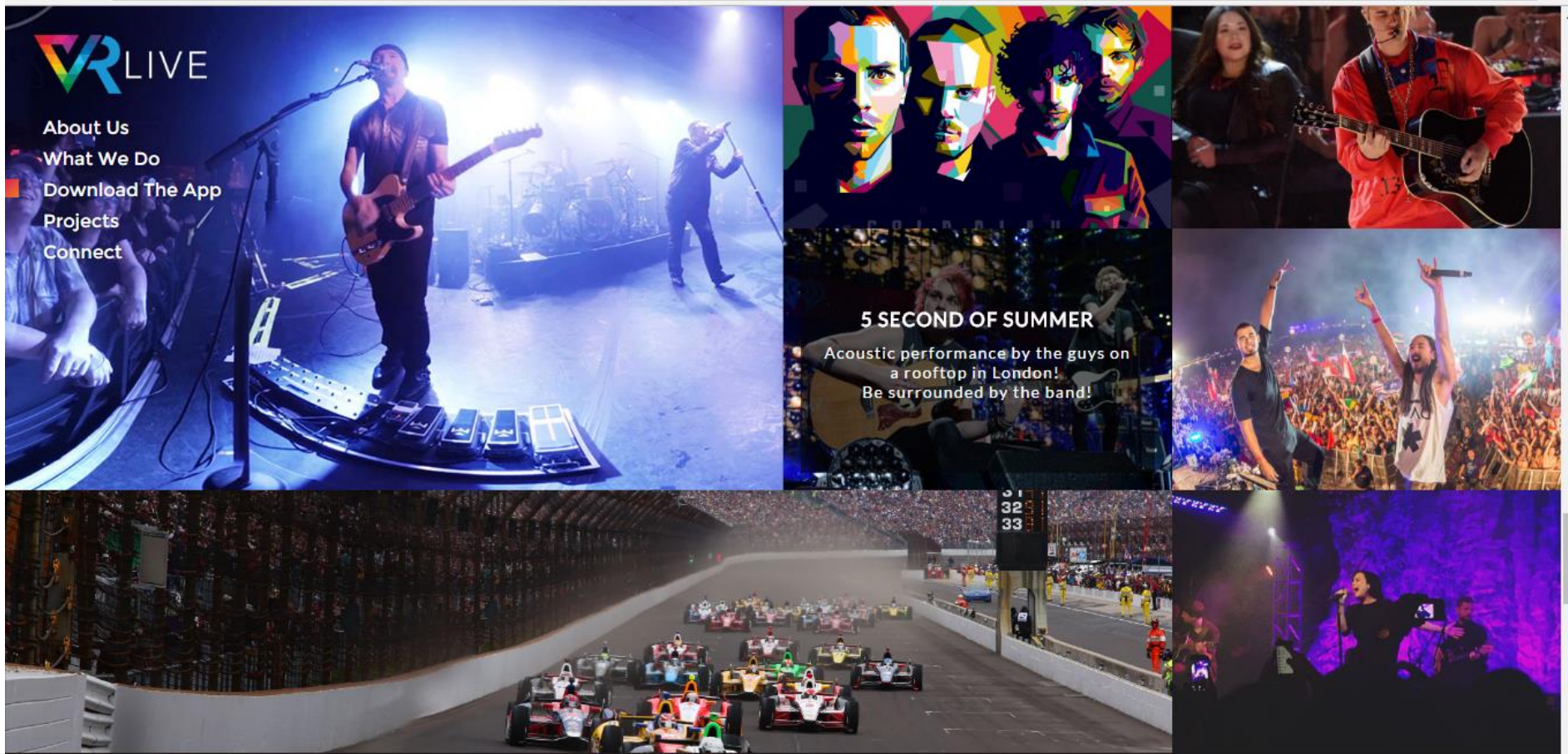


Bringing VR to the Masses

VR Storytelling Presentation

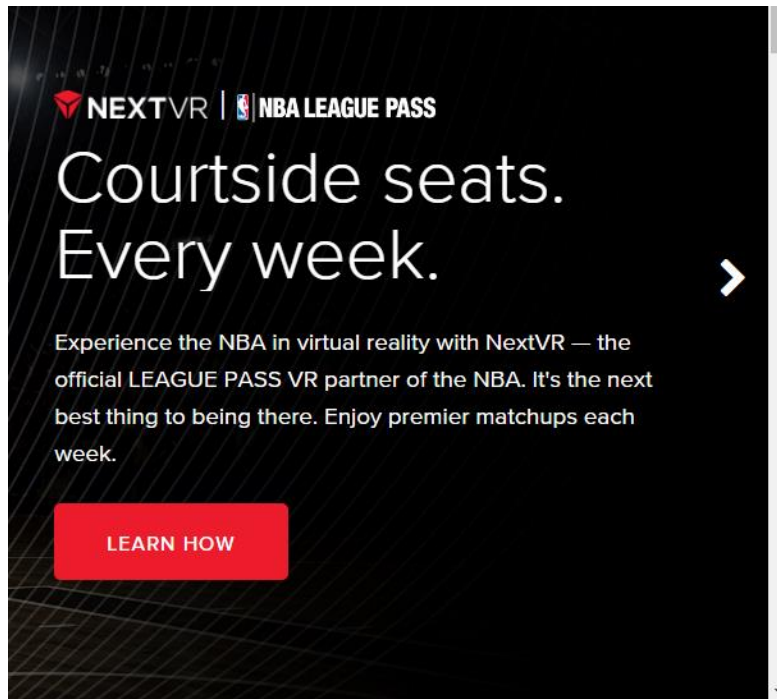
Live Events Via VR

- VRLive
 - Live Streaming of concerts and of the Indianapolis 500



Live Events Via VR

- NextVR
 - In 2016 invested over \$100 million in broadcasting live VR
 - Set up a full schedule of NBA games to broadcast in VR
 - Has agreements with NFL, NBA, NBC Sports, FOX Sports and tennis

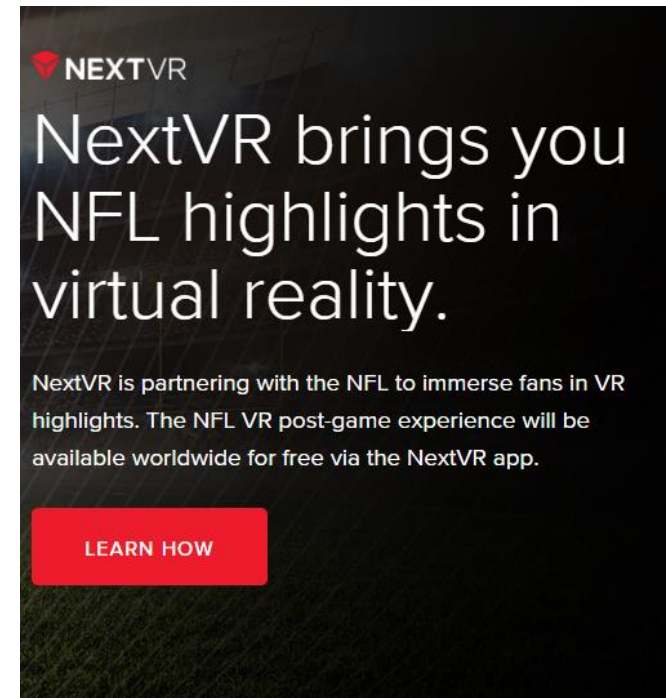


NEXTVR | NBA LEAGUE PASS

Courtside seats. Every week.

Experience the NBA in virtual reality with NextVR — the official LEAGUE PASS VR partner of the NBA. It's the next best thing to being there. Enjoy premier matchups each week.

[LEARN HOW](#)



NEXTVR

NextVR brings you NFL highlights in virtual reality.

NextVR is partnering with the NFL to immerse fans in VR highlights. The NFL VR post-game experience will be available worldwide for free via the NextVR app.

[LEARN HOW](#)

Streaming Video Companies Entering VR

- Hulu
 - Adding VR content to its lineup. Working with Live Nation to create show about music artists.



Some issues for Consumers and providers

- NextVR requires specific equipment for compatibility such as Google Daydream View or Samsung Gear VR and a compatible phone.
- Live VR stitching software, Vahana VR, is available but costs over \$2000 per license per year
- Issues for both consumers and providers regarding data usage and speeds required for consuming and broadcasting VR

New Revenue Model

- NextVR will charge around \$7 per game for access
- Citi is teaming with Live Nation and NextVR to utilize VR concerts as an addition to their customer loyalty program “Backstage with Citi”.

New Immersion

HTC releases its Vive Tracker, an add-on to the existing system that allows you to attach various tools to the Vive system.

“Vive Tracker brings any real-world object into your virtual world!”

– HTC Website



