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IMMEREX DEBUTS AT E3 WITH END-TO-END VIRTUAL REALITY SOLUTION

New VR Company Combines Proprietary Hardware, Software and Professional Quality Content to Take Virtual Reality Beyond Gaming and into the Hands of Movie Lovers around the World

LOS ANGELES, E3 Expo Booth E5010, June 14, 2016—[Immerex](#), a virtual reality company that creates cinema-centric VR experiences, has made its official debut at the [2016 Electronic Entertainment Expo \(E3\)](#) with the launch of its end-to-end virtual reality solution and next generation VRG-9020 head-mounted display (HMD). From movies and gaming to applications, Immerex unlocks a wide range of entertainment experiences with its carefully engineered virtual reality platform that is supported by proprietary technology, international connections and award-winning production partners.

The new VRG-9020 HMD features a next generation, compact and stylish design for comfortable, on-the-go virtual reality experiences. Free from restrictive tethering to computers, the VRG-9020 connects to a small VR media box, powering experiences with Immerex's proprietary SDK that can project immersive true VR content, as well as conventional 2D and 3D films. User-friendly, the sleek VRG-9020 comes with a headphone and full in-line controller. Users can also use their smartphone as a controller by connecting via Bluetooth.

"Immerex is solving many of the VR limitations our industry has experienced by going beyond the gaming vertical and addressing the demand for more content, portability and HMDs that are not bulky and uncomfortable," said Adam Li, CEO and CTO of Immerex. "The future of VR depends on making content for virtual worlds and at Immerex, we combine this understanding with proprietary innovation, an elite team and global partnerships to accelerate access to immersive entertainment."

"Through its strategic partnerships, Immerex has direct access into China's burgeoning entertainment industry and the region's expansive investments in film and television production, content distribution and high trafficked box office," said Kirin Li, Head of Immerex China. "We have deep collaboration with partners covering more than 65 percent of China's movie box office. These resources uniquely position the company as a key VR player that is primed to ignite growth within China's VR ecosystem."

At launch, Immerex will offer users an extensive VR content library that has an emphasis in cinema, as well as gaming and applications. Immerex's business model includes actively building a full VR ecosystem in key global markets, including China.

The company is showcasing the VRG-9020 and demoing its end-to-end VR platform at E3 booth #5010. Media interested in scheduling a demo should contact Ryan Maguire at immerex@havasformula.com or 619-234-0345. To learn more about Immerex, visit www.immerex.com.

About Immerex

Immerex is a virtual reality company that creates cinema-centric VR experiences. Merging passion with craftsmanship, Immerex is transforming the theatrical experience from simply watching a story, to living it. The company combines its proprietary hardware, software and professional quality content to unlock the power of virtual reality. Dr. Adam Li, CEO and CTO of Immerex, has decades of experience providing technical vision in both software and hardware for companies such as DivX, SONY, and Legend3D. Immerex, founded in 2014, is headquartered in Solana Beach, Calif. To learn more, visit www.immerex.com.

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