

## Cannes XR To Launch Major New Space For 2nd Edition



February 20, 2020

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The Marché du Film – Festival de Cannes and Positron, a leader in XR Cinema, together with Brogent Technologies Inc., announced their partnership to present Cannes XR 2020, a program fully dedicated to immersive technologies and entertainment at a beautiful 1,600 sq. meter waterfront venue in the heart of Cannes, The Palm Beach.

This brand new venue adds up to the already existing 700 sq. meter dedicated to Cannes XR in the Palais des Festivals. The official call for entries to the inaugural Positron Visionary Award for Best Cinematic XR was also announced, a special jury prize where finalists will screen their work at the Positron XR Cinema in Voyager VR chairs at the new venue for the Cannes XR Conference & Development Showcase, The Palm Beach.

The Cannes XR event running from May 12-17, 2020 and the Positron Visionary Award are co-presented by Brogent Technologies Inc., a leader in simulation technology. From May 12-17, Cannes XR is the destination where traditional filmmaking XR industries, Hollywood directors, studio executives, XR artists, independent producers, leading tech companies, location-based and online distributors come together to imagine and shape the future of movies.

“At Cannes XR, we believe that the connection between the film industry and the XR industry is essential,” said Marché du Film Executive Director Jérôme Paillard. “This year, Cannes continues to pioneer in the XR cinema space by providing storytellers with an opportunity to showcase their work to international audiences. We’re thrilled to team up with Positron to continue our mission of celebrating the creativity and technical genius of the finest artists and developers in the world.”

“Positron is honored to partner with Cannes XR and Brogent Technologies Inc. to showcase fresh, compelling, and imaginative work that demonstrates the power of storytelling in the VR medium,” said Jeffrey Travis, founder and CEO of Positron. “We believe in elevating immersive storytelling and bringing the best work of creators to all audiences. Through our turnkey XR Cinema package, we can offer an unrivaled premium experience for VR films, with a proven business model for location-based entertainment venues.”

Directors, artists and creators can submit their VR work for Positron Visionary Award consideration to <https://kldo.fund/positron>, where full submission guidelines are available.



Above: The Palm Beach venue, Cannes.

Submissions are due by midnight PST on March 20, 2020. There is no fee to enter. The nominations will be announced by March 31, 2020. Finalists are selected by the Positron Selection Committee for this category, and will be presented to a special jury. Jury members from the entertainment industry will be announced soon. Finalists will have the opportunity to screen their work at the Positron XR Cinema at Cannes XR with Voyager VR chairs, and all finalists will be considered for a distribution deal by Positron.

The winner selected by the jury will be presented with the Positron Visionary Award and will be awarded a Voyager VR chair and complete Voyager package, delivered to their studio or office (a \$60,000 value). Cannes XR is open to the 39,700 industry professionals accredited at the Marché du Film and the Festival de Cannes.

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