



NEWS

Cannes XR 2020 Expands In Partnership With Positron, New Venue And Award Announced

The event takes place in May.

By Peter Graham Last updated Feb 21, 2020 — 0 Comments

Cannes Film Festival Cannes XR 2020 Positron The Marché du Film – Festival de Cannes

The Cannes Film Festival is open of the most prestigious in the industry calendar, made up of several other events including [The Marché du Film](#). Last year The Marché du Film held the inaugural Cannes XR, a growth accelerator for the XR entertainment ecosystem. [Cannes XR](#) is returning for 2020, adding a second venue and new awards to celebrate creators.



The Marché du Film – Cannes VR. Image credit: Alexandra Fleurantin

Cannes XR 2019 had a dedicated 700 sq. meter space in the Palais des Festivals and that will return for 2020. Additionally, because of interest and industry growth, the festival will also include a 1,600 sq. meter waterfront venue at the former Palm Beach Casino; offering views of the Lérins Islands and Cannes Bay.

The Marché du Film – Festival de Cannes has also partnered with Brogent Technologies Inc. and Positron for a new award. Called the Positron Visionary Award for Best Cinematic XR, finalists will be able to screen their work in the Positron XR Cinema at the new Palm Beach venue in Voyager VR chairs.

“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 in a statement. “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 honoured 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 unrivalled premium experience for VR films, with a proven business model for location-based entertainment venues.”

Submissions for the Positron Visionary Award [can be made here](#) until midnight PST on 20th March 2020. The winner will be awarded a Voyager VR chair and complete Voyager package worth \$60,000 USD.

The [Cannes Film Festival](#) runs from 12th – 23rd May with Cannes XR event held between 12th – 17th May. For further updates, keep reading [VRFocus](#).

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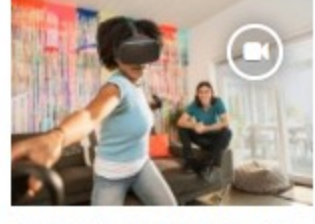
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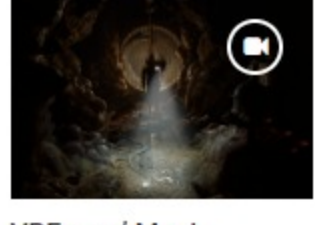
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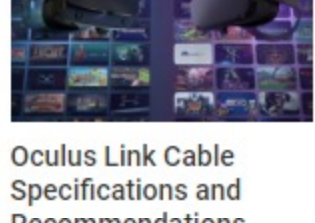
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