



MARCHÉ DU FILM
FESTIVAL DE CANNES

**THE MARCHÉ DU FILM – FESTIVAL DE CANNES CANNES XR TO EXTEND ITS REACH AS IT
PARTNERS WITH POSITRON TO LAUNCH A MAJOR NEW SPACE FOR ITS 2ND EDITION**

*THE PALM BEACH TO WELCOME CANNES XR CONFERENCE AND DEVELOPMENT SHOWCASE;
CALL FOR ENTRIES FOR POSITRON VISIONARY AWARD*

Paris - February 20, 2020 - 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.”



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“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. 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.

About Marché du Film - Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, is the key stepping stone in the creation, production and distribution of films around the world. The Marché du Film draws its strength from the diversity of the actors it brings together: 12,400 industry professionals including 3,900 producers, 3,300 buyers and distributors and 1,000 festival programmers all gathered in one unique setting to obtain financing, seize opportunities and take the pulse of international film creation and innovation.

Website: <http://www.marchedufilm.com/>



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About Positron

Positron is on a mission to bring wonder and connection to all audiences through its platform for immersive storytelling. Based in Los Angeles, the team includes filmmakers, mechatronics engineers, designers, software developers and artists who have collaborated together to create Voyager®, an award-winning, full-motion VR chair platform that has been called "the future of movies." Voyager chairs, proven to have no motion sickness, featuring haptic feedback, scent, and whisper-quiet motion, are integrated with a powerful software suite and theater management system, to offer a turnkey system for venues and operators known as the Positron XR Cinema. The Positron XR Cinema, configurable from 4-100 chairs, is available now for location-based entertainment venues. Positron has worked with leading creators in VR as well as companies such as Universal Studios, Disney, Dreamworks, Verizon, Intel, and many more to bring cinematic VR experiences to audiences around the world.

Website: <http://www.gopositron.com>



About Brogent Technologies Inc.

Headquartered in Kaohsiung, Taiwan, BROGENT is a diverse technology company, with rich experience in digital content creation. Our main lines of business include software and hardware R&D, manufacturing and system integration, theater design, planning and construction capabilities. We can deliver single subsystems as well as entire projects. After years of research and development, we are using our core technology and are combining it with the latest 3D dynamic simulation technology to produce simulation systems and game applications that provide a new generation of products for theme parks or large-scale amusement and leisure venues. Our team members and partners include interdisciplinary senior designers and engineers, well known theme park designers and film directors. Thanks to our creative knowledge and engineering capabilities, we can use our virtual reality technology to turn your imagination into reality.

Website: <http://www.brogent.com>



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