



PRESS RELEASE

CANNES XR

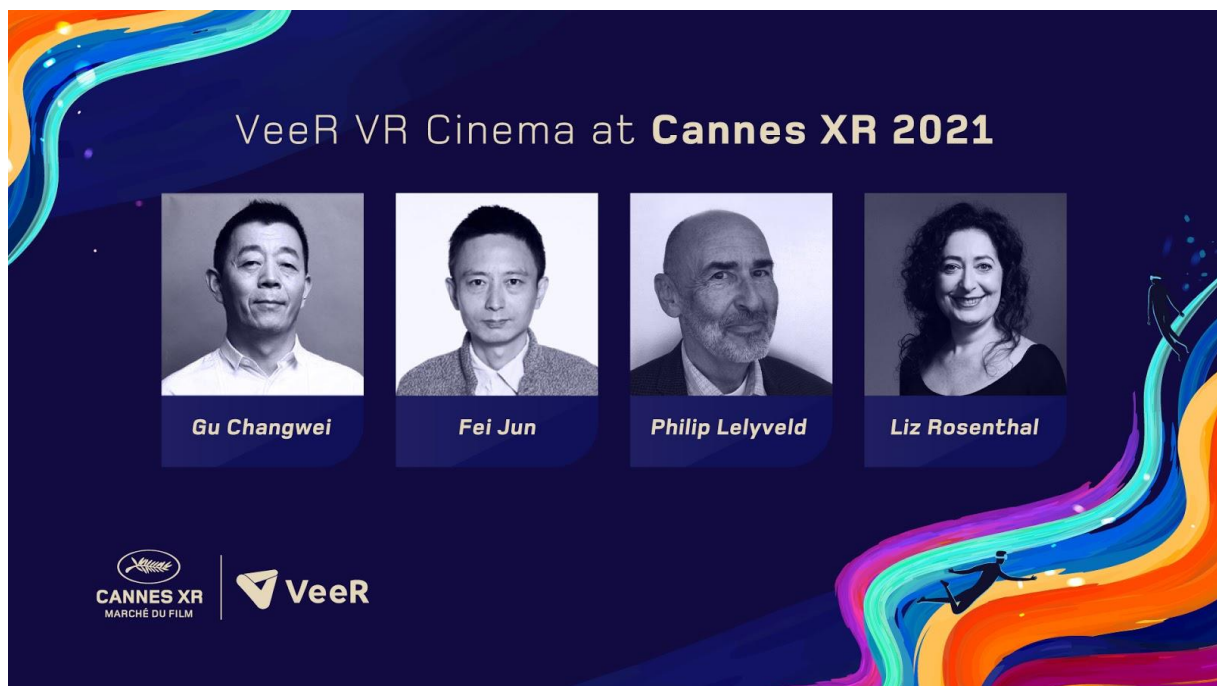
MARCHÉ DU FILM

Cannes XR VeeR Future Award 2021 Announces Judging Panel with Changwei Gu as Lead of the Jury.

Cannes - Friday, June 23, 2021- The VeeR Future Award 2021, a cornerstone of the Cannes XR programme, announced jury board members for its selection for the most immersive, compelling, and innovative virtual reality (VR) works. Cinematographer and film director Changwei Gu will be leading the jury panel.

The four members of the jury are Changwei Gu, VR content curator, and producer Liz Rosenthal, industry expert Phil Lelyveld as well as artist, designer and educator, Jun Fei.

The endless possibilities that VR brings to storytelling have put media convergence at the center of discussion. The filmmaking industry, tech companies, artists, investors, and distributors are all paying close attention to the development of immersive technologies and how they will revolutionize the media and entertainment business. This year, the Cannes XR and VeeR have put together a judging panel with diverse backgrounds and experiences, who will bring their professional perspectives to the judging process.



Changwei Gu, the lead of the jury, is considered one of the most influential Chinese filmmakers today. He has 12 wins and 7 nominations of a variety of film awards, including a Silver Bear,

Jury Grand Prix of Berlin as a director, and an Oscar nomination of Best Cinematography. Gu is no stranger to Cannes, having brought his highly acclaimed debut feature *Peacock* to compete for the Cannes Palme d'Or in 2004. Before branching out into film direction, Gu was the cinematographer of *Farewell My Concubine*, the only Chinese-language film to have won the Cannes Palme d'Or. Many of Gu's cinematographic works have participated in Cannes' main competitions and screenings, including *Red Sorghum*, *Ju Dou*, and *King of the Children*. This is his first time partnering with the Cannes XR and VeeR Future Award.

"Cannes has always been advancing with the times, so I'm not surprised to see that it has dedicated a new programme to XR," says Changwei Gu. "I'm honored to be a part of it, and I'm curious to find out what these emerging technologies could bring to the industry. I believe VR is a powerful tool when it comes to creating a unique audiovisual experience for our audience. It allows the filmmakers to have bolder imaginations, and will ultimately reform the way we tell stories. I look forward to seeing VR applied to a wider range of fields in the content creation industry."

Liz Rosenthal is the founder and CEO of Power the Pixel, executive producer at CreativeXR, and curator of Venice Biennale's International Film Festival's official selection and competition programme Venice VR. She shares her expertise and resources in innovative content creation, financing, and distribution to help creators, institutions, and media businesses adapt their works to evolving platforms, tools, and audiences.

Phil Lelyveld runs the Immersive Media Initiative Program at the Entertainment Technology Center of the University of Southern California. Mr. Lelyveld has spent 10 years coordinating multi-business units and multi-studio efforts related to entertainment technology, including the technical lead in major negotiations as Disney's corporate VP of Digital Industry Relations.

Jun Fei is a professor of the Art and Technology Program, school of design, China Central Academy of Fine Arts (CAFA), chief creative director of MOUJITI ART+TECH, and was the head of CAFA Media Lab, and curator of Beijing Media Art Biennale. His artistic practice explores the narrative in hybrid fields that are constructed by virtual and physical fields. His works have been exhibited worldwide, and have received many international awards including the IF Design Award, Red Dot Design Award, German Design Award Special, and Design for Asia Award.

16 VR works stood out from hundreds of submissions and entered into the final race for the Best VR Story and the Best Interactive Experience awards. The jury will evaluate the projects based on storytelling techniques, immersive and interactive design, and innovations. The winners will be announced on July 12 at the online Cannes XR VeeR Future Award Ceremony at the Museum of Other Realities (MOR).

"We are glad to welcome such a prestigious jury for the VeeR Future Award in Cannes. On the brink of an industry-wide shift, it is the perfect time for decisions makers to come together and

focus on the future of cinema with XR Storytelling.” says Jérôme Paillard, Executive director of the Marché du Film.

The works on VeeR Future Award’s shortlist will be available on VeeR platform and at MOR on July 6. VeeR will also bring these works to offline showcases via its ZeroSpace cinema chain in major cities in China including Beijing and Shanghai starting from July 13. Last year, the Cannes XR offline exhibitions were held in four major Chinese cities and received an impressive response from industry experts and viewers.

“The offline exhibitions in collaboration with Cannes XR were a great success last year,” says Jingshu Chen, Co-Founder of VeeR. “Celebrities and tens of thousands of audiences had a direct experience of immersive storytelling. Among them were some content creators who were deeply inspired by those brilliant works and started creating their own VR content.”



This year, VeeR will scale up the showcases, bringing a wider range of VR works created by artists worldwide to the audience. “Our ZeroSpace cinemas have been upgraded to support not only 3DoF but also 6DoF content to include more VR works and provide interactive experience.” Jingshu adds, “Having world-renowned film directors like Changwei Gu as head of jury for the VeeR Future Award, we hope to reach more audiences within the entertainment and media industry. We believe Cannes XR will attract more artists to join us in VR content creation and eventually drive immersive storytelling forward.”



Next Page...

Boiler plates



CANNES XR

MARCHÉ DU FILM

About Cannes XR

Cannes XR is the program from Marché du Film dedicated to immersive cinematographic contents and technologies. Cannes XR is the unmissable annual rendez-vous for the XR community offering a multitude of networking, financing and distribution opportunities.

Cannes XR is a networking platform with which top directors, studio executives, XR artists, independent producers, leading tech companies, location-based and online distributors all gather to discuss the role of XR technologies, inspire the art of storytelling and fuel the future of film.

Website: <https://www.marchedufilm.com/programs/cannes-xr/>

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: 12,500 industry professionals including 3,840 producers, 3,300 buyers and distributors and 1,187 festival programmers from 121 countries, all gathered in one unique setting to obtain financing, seize opportunities and take the pulse of international film creation and innovation.

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



VeeR Introduction

Founded in 2016 by a team of Stanford and UC Berkeley alumni, VeeR is a leading VR entertainment platform with the mission of bringing cinematic VR content to the mass audience. VeeR VR Video Platform is a leading global VR content platform with a fast-growing VR cinema chain ZeroSpace, which provides an end-to-end solution to 8K VR cinema. Zerospace has launched in more than 30 cities in China and is expanding to more locations in 2021 distributing both 3DOF & 6DOF premium VR contents. With VeeR VR Video Platform and ZeroSpace VR cinema, VeeR has helped creators across the world to distribute and monetize their works.

VeeR Studio, the production arm of VeeR VR, works with global talents to create cinematic VR films with engaging narrative and great entertainment value.

Website: <https://veer.tv/>

VeeR's Vision

We firmly believe in the potential of immersive storytelling in media entertainment, and we are bringing cinematic VR content to the global audience.

ZeroSpace (VR Cinema)

ZeroSpace is the first 8K VR cinema chain in China. With the largest premium VR content library, the well-designed cinematic VR chair, and self-served ticketing and video playback system, ZeroSpace provides a turnkey solution for 8K VR cinema as well as stations for 6DOF VR experiences. ZeroSpace has opened over 20 sites in China, located in top tourist attractions and commercial properties, including Shanghai Tower, Beijing Livat, Yu Garden, Hangzhou Paradise Walk and Sunac Mall etc. ZeroSpace has also collaborated with CannesXR to host VR exhibitions and bring top VR content worldwide to Chinese audiences. The combination of top IP with premium VR content is introducing a brand new entertainment experience to empower the tourism industry and commercial real estate market.