

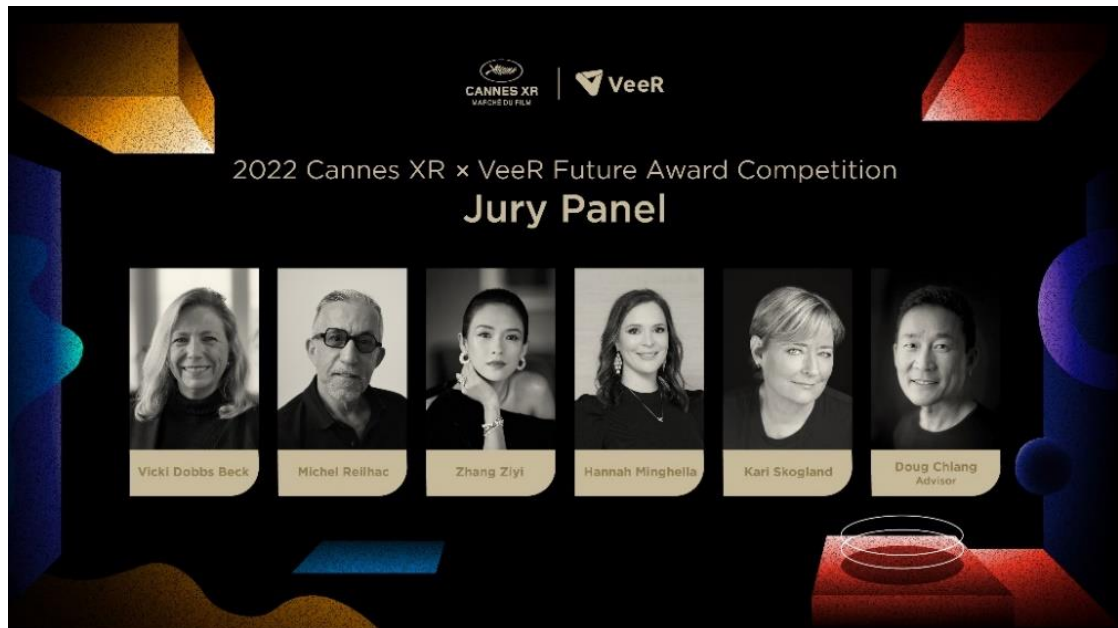


MARCHÉ DU FILM
FESTIVAL DE CANNES



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2022 CANNES XR X VEER FUTURE AWARD COMPETITION ANNOUNCES JURY PANEL AND AWARD SHORTLIST



Monday, 25 April 2022 - The VeeR Future Award 2022, a cornerstone of the Cannes XR program, unveils the jury panel that will judge the most immersive, compelling, and innovative virtual reality (VR) works this year.

The Jury Panel includes **Zhang Ziyi** (Chinese Actor, Director, and Producer), **Hannah Minghella** (President of Motion Pictures, Bad Robot), **Michel Reilhac** (Independent Creator of Immersive Content), **Vicki Dobbs Beck** (VP of Immersive Content Innovation at ILMxLAB), **Kari Skogland** (CEO of Mad Rabbit, Emmy®-nominated, BAFTA award-winning director and showrunner), and **Doug Chiang** (Lucasfilm VP and Executive Creative Director) as the **Advisor** of the Jury Panel.

The endless possibilities VR brings to storytelling have shined a light on the medium and have attracted the attention of the film and technology industry, artists, investors, and distributors around the world. They are all paying close attention to seeing how this technology and the immersive experience it creates will revolutionize the media and entertainment business.

This year, Cannes XR and VeeR have put together an experienced and diverse jury panel that will bring their professional perspectives to the judging process.

[About The Jury Panel](#)

The works on VeeR Future Award's shortlist will be **available on [VeeR](#) and [Alexandria](#) starting on 17 May 2022**. 18 VR works were selected out of hundreds of submissions to enter the final round of the Cannes XR x VeeR Future Award Competition to compete for a chance to win the award for **Best VR Story** and **Best Interactive Experience**.



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The jury will evaluate the projects based on their storytelling techniques, immersive and interactive designs, and innovations. **The winners will be announced on 22 May at the Cannes XR x VeeR Future Award Ceremony, held virtually in Alexandria.**

As the leading technology for storytelling, virtual reality receives more attention from filmmaking experts and enthusiasts compared to traditional mediums. VeeR and Cannes XR have worked closely to fulfill the promise to elevate each year's showcase, and this year's Cannes XR will present a body of work that's both diverse and of the highest quality, bringing the most groundbreaking works created by artists around the world to the audience. It will put VR storytelling and interactive experience at the forefront of media attention.

"It is our great honor to have the world-renowned Jury Panel for the VeeR Future Award, and together we hope to reach more audiences within the media & entertainment industry. We believe Cannes XR will attract more artists to join us in VR content creation and eventually drive immersive storytelling forward," says Jingshu, Co-Founder of VeeR.

For more information:

[2022 Cannes XR x VeeR Future Award Jury Panel \(marchedufilm.com\)](https://marchedufilm.com)

[2022 Cannes XR x VeeR Future Award Competition Shortlist \(marchedufilm.com\)](https://marchedufilm.com)

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 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.

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

ABOUT CANNES XR

Cannes XR is the Marché du Film's program dedicated to immersive technologies and cinematographic content. Taking place annually during the Festival de Cannes, this unmissable rendez-vous offers a multitude of networking, financing and distribution opportunities for the entire XR community: artists, directors, independent producers, studio executives, leading tech companies, location-based and online distributors. Designed as a global networking platform to discuss the role of XR technologies, Cannes XR is here to inspire the art of storytelling and fuel the future of film.

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

ABOUT VEEER

Founded in 2016, VeeR is a leading VR entertainment platform with the mission of bringing premium VR content to a mass audience. In the meantime, VeeR VR is a leading global VR content platform with a fast-growing VR cinema chain ZeroSpace, which distributes 3DoF and 6DoF VR narrative content. ZeroSpace has launched in more than 30 cities in China and is expanding to more locations in 2022. With VeeR's online platform and ZeroSpace VR cinema, VeeR has helped creators across the world distribute and monetize their works. VeeR Studio, the production arm of VeeR VR, also works with global talents to create premium VR experiences with engaging narratives and excellent entertainment value.

<https://veer.tv/>

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