

Immediate Release

VR Bound announces AMD, Foundry and HP as primary partners of the VR Awards

7th August- London: VR Bound is today announcing a partnership that will see AMD, Foundry and HP collaborate to launch the inaugural VR Awards.

The VR Awards, which will take place on the new date of 9th October 2017, is an awards ceremony and dinner dedicated to celebrating outstanding achievement in the virtual reality industry. In its first year of development, the VR Awards has attracted some of the most prominent figures in virtual reality as part of the judging and nominations process.

In announcing the involvement of AMD, Foundry, and HP, the VR Awards is setting the standard for recognition in the rapidly expanding field of VR. Their expertise will ensure that nominees, delegates and the wider industry experience an event that truly celebrates creative VR talent around the world.

“Today marks the day of an exciting announcement with several companies that are passionate about seeing immersive technologies flourish and prosper. We will continue to stand by our mission to recognise and celebrate achievement in VR, opening up more possibilities each day.”

Daniel Colaianni, Co-Founder, VR Bound

“At Foundry, we are passionate about working with storytellers and artists to explore the creative potential that VR opens up. With the VR Awards we are proud to recognise the ground-breaking achievements of the VR pioneers and showcase their work to a global audience.”

Alex Mahon, CEO, Foundry

“For AMD, collaborating with one of our most valued partners, Foundry, on this prestigious event exhibits our dedication to those in the field making great strides in this incredible immersive technology. It’s a pleasure and an honor for AMD to give the much-deserved recognition to VR content creators and innovators. Amongst the ‘blood, sweat, and tears’ required to be a winner the VR eco-system, it’s important to relax and enjoy each other’s’ company. We certainly look forward to it!”

Roy Taylor, CVP of Media & Entertainment, AMD

The award ceremony takes place at 6pm on Monday 9th October.

In the coming weeks there will be more information and details released through additional press releases.

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Updated Press Assets: <https://drive.google.com/drive/folders/0ByaApeaWqHLdcXNjbk1jQkOxdDQ?usp=sharing>

About VR Bound (The organisers)

VR Bound is focused and dedicated to providing resources, tools and expertise to both consumers and businesses with an invested interest in the VR, AR and MR industry. In less than one year, VR bound established partnerships and alliances with some of the biggest names in the technology industry, working with hundreds of talented individuals on an international scale.

From online hardware comparison tools, to hosting the largest worldwide awards ceremony for Virtual Reality, VR Bound has actively evolved with the industry to enhance, and support new technology and advancements in VR. On a daily basis, VR Bound moves ever closer to their mission of continually inspiring a new generation of users, young and old, by not only highlighting past achievements but future innovations to come from companies both big and small.

About AMD

For more than 45 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies – the building blocks for gaming, immersive platforms, and the datacenter. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) website, blog, Facebook and Twitter pages.

About Foundry

Foundry designs creative software technologies used to deliver award-winning visual effects and 3D content for the design, visualisation and entertainment industries. Foundry's software advances the art and technology of visual experience in partnership with creative leaders across the globe. It enables clients like Pixar, Mercedes-Benz, ILM, Weta Digital, The Moving Picture Company and Sony Pictures Imageworks to turn incredible ideas into reality by solving complex creative challenges.

The company was founded in 1996 and is headquartered in London, with 300 staff based across offices in Silicon Valley, Los Angeles, Shanghai, Austin and the UK. Foundry consistently invests in R&D to provide more efficient ways for its clients to bring visual concepts to life.

In 2015, the London Stock Exchange named Foundry one of its “1000 Companies to Inspire Britain.” It regularly features in The Sunday Times’ Tech Track as one of Britain’s fastest-growing private technology companies, most recently in 2016 when it also won the Excellence in Service Award at the International Track 200 awards. Every single film nominated for the Academy Award for Best Visual Effects in the last five years was made using Foundry’s software.

VR Awards 2017 Shortlisted Nominees:

VR Headset of the Year

- Vive - HTC
- Rift – Oculus
- OSVR – Razer
- PlayStation VR – Sony
- StarVR – Starbreeze

Mobile VR Headset of the Year

- Goggles – Merge VR
- Daydream View – Google
- Gear VR – Samsung
- V2 – Homido

VR Hardware of the Year

- Birdly – Sominacs
- Leap Motion – Leap Motion
- Touch – Oculus
- Hardlight Suit – NullSpace VR
- Ultrahaptics – Ultrahaptics

VR Game of the Year

- Rick and Morty: Virtual Rick-ality – Owlchemy Labs & Adult Swim Games
- Robo Recall – Epic Games
- Audioshield – Dylan Fitterer
- Lucky’s Tale – Playful Corp
- Keep Talking and Nobody Explodes – Steel Crate Games
- Raw Data – Survios
- Virtual Virtual Reality – Tender Claws

- Arizona Sunshine – Vertigo Games & Jaywalkers Interactive
- SUPERHOT VR – Superhot Team
- Battlezone – Rebellion
- Lone Echo – Ready at Dawn

Innovative VR Company of the year

- Zero Latency
- Technicolor Experience Center
- G’Audio Lab
- Merge VR
- Globacore
- Jaunt VR

VR Experience of the Year

- theBlu – WEVR
- Horizons VR – Horizons Studio
- Rec Room – Against Gravity
- Tilt Brush – Google
- Google Earth VR – Google
- Mission:ISS – Magnopus
- Home – A VR Spacewalk – BBC & REWIND
- Richie’s Plank Experience – Toast

Shortlist continued on next page >

Most Creative use of Marketing in VR

- Virtual Explorer – Greenpeace
- UNICEF 360° – Idea Studio
- Ford F-150 Raptor: Born to Baja – Ford Motor Company / GTB Agency
- ABC – ‘Catch Jack’ Time After Time – Pebble Studios
- IKEA VR – IKEA
- Jaguar Electrifies – The Future is Now – Imagination & REWIND
- The Chainsmokers: Paris VR – Kuju
- Fantastic Beasts and Where to Find Them: VR – Framestore
- Alien: Covenant In Utero | A Virtual Reality Experience – RSA VR
- Capital Creates Change – Infinite360

Interactive VR Media / Film of the Year

- ‘The Mummy’ Zero Gravity Stunt VR Experience – 5th Wall
- Tabel – Google
- INVASION! – Baobab Studios
- Allumette – Penrose Studios
- KOBOLD VR – Anotherworld VR
- Separate Silences – Hver Sin Stilhed

VR Start-up of the Year

- Inception VR
- Cerevrum Inc.
- MANDT VR
- LiveLike
- MetaVRse

Best use of VR in Education and Training

- Virtual Reality Educational Experiences – Unimersiv
- PROCAT – Make Real
- VF4-360 – Leicester Fire and Rescue Service
- VirtualSpeech – VirtualSpeech
- Boulevard – Boulevard Arts, Inc.
- Skill Hub VR – Cerevrum Inc.
- EDF Energy ‘Reactor Builder’ – Make Real
- ITI Crane Simulator – Industrial Training International
- Space Descent VR with Time Peake – Alchemy VR

Best use of VR in Healthcare

- VRSIMS – AiSolve
- Osso VR – Osso VR
- Vivid Vision – Vivid Vision
- ImmersiCare – Tribemix

Best out of home VR entertainment

- THE VOID’s Ghostbusters: Dimension – The VOID
- The Repository – Universal Parks & Resorts
- Derren Brown’s Ghost Train – Thorpe Park Merlin Entertainment
- Zero Latency – Zero Latency
- Magic Butterfly – REWIND & Welsh National Opera

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