

For Immediate Release:

Amy Prenner // aprenner@alliedglobalmarketing.com // (323) 330-7632

Carley Alderman // calderman@alliedglobalmarketing.com // (323) 330-8849



INFINITY FESTIVAL HOSTS THE LOS ANGELES FESTIVAL PREMIERES OF: 2019 TRIBECA AWARD WINNER “THE KEY” AND FIVAR 2019 AWARD WINNER “STATE OF POWER” ALONG WITH 30 OTHER TECHNOLOGY EXHIBITIONS AS PART OF THEIR INNOVATION LAB

Other VR Exhibits Showcased at the Infinity Festival include; “Spider-Man: Far From Home”, “Grease” and A.R. Rahman’s “Scent of a Song” from Le Musk at the Immersive Cinema Imagined by Intel

Hollywood, CA— November 4, 2019 — The 2nd annual Infinity Festival will include a technology exhibition at Goya Studios on November 8th and 9th with demonstrations from industry leaders such as Intel, HP, RYOT, Lenovo and more.

The Los Angeles festival premieres of Celine Tricart’s 2019 Tribeca Award winning VR journey “The Key” will immerse viewers into a world where each challenge you face is filled with dangerous twists and unexpected turns. The award-winning journey takes you down a path filled with hidden truths, culminating in a surprising and powerful twist ending.

“We live in an incredible era where there are so many ways to tell stories,” said Nick Urbom and Mark Lieber, Infinity Festival Founders. “VR technologies have allowed storytellers to create experiences that leave a lasting impression on the viewers and spark conversation and change. At the Infinity Festival we are excited to showcase VR projects that are pushing the technology envelope.”

Infinity Festival will also showcase the FIVAR 2019 Impact Award winning VR experience “State of Power VR”, where attendees experience firsthand what life will be like in a near-future American prison camp. It is an immersive experience that utilizes the power of VR to spark discussions about where the “rule of law” could be headed in our very near future.

This exhibition will also include the immersive VR film “Agent Emerson”, where attendees will experience a visceral, action-packed 3D cinematic experience with a unique twist. This first person point-of-view VR film allows its viewers to experience the excitement of being the action hero themselves through its utilization of breakthrough technology.

Additional exhibits include the Immersive Cinema Imagined by Intel which will showcase, “Spider-Man: Far From Home” VR Experience, “Scent of a Song” from Le Musk by Academy Award winning composer A.R. Rahman and in partnership with Paramount Pictures you can celebrate the 40th anniversary of the original film with a new immersive experience that will recreate one of the movie’s memorable musical numbers, “You’re the One That I Want,” in “volumetric” video, a format that enables the viewer to experience the content from any given point of view.

For a full list of exhibits, please visit <https://www.infinityfestival.com/exhibitions2019>.

For more information about IFF, including ticket information please, go to <https://www.infinityfestival.com/tickets>.

About Infinity Festival

The 2019 Infinity Festival, celebrating "Story Advanced by Technology" is now headed into its second year and will be taking place this November 7 - 9th at Goya Studios in Hollywood. RYOT is the returning Title sponsor, and this year’s festival is Presented by Mastercard and Co-Presented by HP with Producer sponsors: AWS, Dolby, Intel, Lenovo and Qualcomm. Los Angeles Times and OUTFRONT Media are the Presenting Media Partners with additional Media Partners, IGN, Mashable and KPCC. Infinity Festival, with offices based at Phase Two, includes conferencing, exhibitions, screenings, VIP networking and awards.

This year’s keynote speaker is 3-time Oscar-winner, Visual Effects Supervisor, Rob Legato. Visual Effects luminaries, Ben Grossman and Glenn Derry, will also be speaking as part of this keynote as well.

Festival tickets are available from SquadUP: <https://www.infinityfestival.com/tickets>

Additional information is available online: <https://www.infinityfestival.com>