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RYOT

INFINITY FESTIVAL PROUD TO ANNOUNCE RYOT AS TITLE SPONSOR FOR THE SECOND YEAR AND HP AS CO-PRESENTING SPONSOR THIS YEAR

The Festival Runs November 7-9, 2019 in Hollywood, CA

Hollywood, CA – October 29, 2019 – Infinity Festival (IF), the festival that brings Hollywood and Silicon Valley together, is proud to announce RYOT, a next generation motion picture studio that combines compelling storytelling with immersive experiences, as the title sponsor for the second year of this annual festival and HP as co-presenting sponsor. The festival will kick off on November 7, 2019 and run through November 9, 2019 with events at Goya Studios and the Dream Hotel in Hollywood, CA.

“RYOT is proud to be the IF title sponsor for two consecutive years. We value the work IF does bringing Hollywood and Silicon Valley together each year with invigorating new programming” said Nigel Tierney, RYOT’s Head of Content.

“We at HP value IF’s work in showcasing innovative ways to create and distribute content,” said Z by HP Global Head of M&E Barbara Marshall. “We are honored and excited to be a part of the Infinity Festival as a Co-presenting Sponsor this year.”

“We are thrilled to have RYOT as Title sponsor and HP as co-presenting sponsor of the Infinity Festival,” said Nick Urbom and Mark Lieber, Infinity Festival Founders. “They embody what makes this festival so unique, by using cutting-edge technologies to tell stories in ways that have never before been possible.”

IF includes high-profile screenings, tech exhibitions, industry-leading speakers, panel discussions, innovation labs, VIP networking opportunities, and a fine art exhibition, each with an emerging-tech focus. New technologies and trends will be spotlighted, including: 5G, Artificial Intelligence, Blockchain, Cloud, Immersive, AR, VR, XR, Theatrical, TV, OTT, Gaming and Esports.

Programming will include screenings from Hollywood studios, interactive technology and immersive exhibitions, Esports programming and over 200 industry-leading speakers featuring leading Hollywood studio technology executives, as well as Silicon Valley and Silicon Beach

innovators. Spread over three sound stages at Goya Studios and a floor at the Dream Hotel, programming will address the cutting-edge technology advances in storytelling today, with panel discussions on global analytics, industry trends, professional insights and consumer research.

As previously announced, IF is pleased to welcome Presenting Sponsor Mastercard®, and Producer Sponsors Amazon Web Services, Dolby, Intel, Lenovo and Qualcomm as Producer sponsors.

About RYOT

RYOT is Verizon Media's Emmy Award®-winning content studio and innovation lab that brings astonishing storytelling, immersive experiences and groundbreaking technology to every corner of the world. From XR experiences to advertising and content technology in a 5G world, RYOT is the incubator of innovation and is revolutionizing the next generation of content creation. In 2018, RYOT launched a state-of-the-art motion capture studio with the mission to create new content formats of the future. The cutting-edge technology housed in RYOT's Innovation Studio elevates the way content is created and continues to move the company far ahead of the technological curve. Highlights include Emmy Award® nominations for the AR project L.A. LOUVRE and VR project BEHIND THE FENCE.

About HP

HP Inc. (NYSE: HPQ) creates technology that makes life better for everyone, everywhere. Through our product and service portfolio of personal systems, printers and 3D printing solutions, we engineer experiences that amaze. More information about HP Inc. is available at www.hp.com.

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>

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