

**VENTUZ LAUNCHES  
FULL VIRTUAL REALITY  
SUPPORT AT IBC**



# VENTUZ LAUNCHES FULL VIRTUAL REALITY SUPPORT AT IBC

---

**Software developer Ventuz Technology will present a complete Virtual Reality integration at IBC 2016 on the booth of Maxon, number 7.K30.**

The VR integration supports HTC Vive and Oculus Rift and thus allows users to easily create compelling 3D real-time projects for Virtual Reality experiences. Ventuz has always put the focus on simplifying the creation of interactive projects. Consequently, this Virtual Reality integration goes beyond just displaying virtual environments, but also emphasizes the interactive side of the VR experience. Ventuz allows users to integrate the existing VR controllers freely into their projects with the same easiness and flexibility of any other control device. In addition, the extensive Ventuz graphic toolset enables the creation of customized and visually appealing VR controller representations to further enhance the VR experience.

“While Virtual Reality has been developing quickly on the hardware side, software products have been lagging behind, resulting in a lack of meaningful content”, said Erik Beaumont, CEO of Ventuz Technology. “We hope to bring a completely new spin to the VR world with the easy and fast content creation capabilities of Ventuz, which will allow companies and agencies all over the world to utilize VR for their marketing activities.”

Ventuz Technology will showcase the VR integration at IBC on the booth of partner Maxon. Together with the Czech agency Xlab, Ventuz will have a full VR setup installed so that visitors can experience the technology

themselves. Content is kindly provided by Xlab and has been developed using the live link between Ventuz and Cinema 4D, which streamlines the workflow between the two software products.

Additionally, Xlab CTO Lukáš Koberna will be holding sessions on the Maxon stage about a complete workflow for projects that involve Cinema 4D, its integration with Ventuz 5 and Virtual Reality. These sessions will be held every day of IBC and can be visited by all trade show attendees at the Maxon booth, hall 7, number 7.K30.

For everyone who is interested in learning more about Ventuz 5 but isn't able to attend IBC, Ventuz Technology will hold a free-of-charge introductory webinar on September 14th. A sign-up form can be found on the Ventuz Technology website at <http://www.ventuz.com/ventuz-training-calendar>.

