



ZeroLight and StarVR® Bring Premium Virtual Reality to IFA

Further developments to be showcased at Europe's Leading trade show for consumer electronics

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StarVR and ZeroLight are set to continue their collaborative showcase with a two-day exclusive demonstration of 'premium virtual reality' at IFA, Berlin, August 30th-31st. The combination of StarVR's ultra-high-resolution headset and ZeroLight's superior real-time visualisation software delivers the most visually compelling immersive experience to date. Unveiled to the public for the first time during London Tech Week, the partnership between StarVR and ZeroLight focusses on maximising the potential of immersive technologies within the commercial space, emphasising quality to deliver an intuitive and engaging experience.

"The reaction to our efforts at London Tech Week was definitive" says Francois de Bodinat, Chief Marketing Officer at ZeroLight. "The unification of StarVR's high-quality hardware and our graphical expertise has delivered a benchmark for visual clarity in the commercial immersive technology sector."

Video: [StarVR & ZeroLight deliver Premium Virtual Reality at London Tech Week](#)

StarVR's unique design increases the user's ability to perceive the virtual world, harnessing peripheral vision for a more natural experience. Located in the Acer booth, Hall 12 Booth 107, the StarVR & ZeroLight demonstration will allow users to explore and interact with a highly-detailed digital vehicle, providing all potential configurations so that each person can define their preference. Such experiences are disrupting the automotive retail sector, empowering both customers and brands alike.

"IFA will showcase how the combination of ZeroLight and StarVR disrupts the car buying experience. Future car customers will be able to see their exact configuration in unbelievable clarity from a convenient city centre location." said Guillaume Gouraud, Industry Relations and Business Development Europe for StarVR Corp. "People are in awe when they try StarVR, its visual capability fully immerses people in a stunning car experience. ZeroLight is making full use of StarVR's ultra-wide field of view and massive pixel count. It's beyond anything you have seen in real-time in VR."

Video: [StarVR & Zerolight Present Premium Virtual Reality for Enterprise](#)

Find out more about [StarVR & ZeroLight](#).

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About StarVR Corporation

Aiming to be the leading solutions provider of B2B Virtual Reality services, StarVR Corporation innovates the head-mounted display market through its 210-degree, 5K resolution VR headset. StarVR Corporation is a joint venture between Swedish entertainment content creator, publisher and innovator Starbreeze Studios, and Acer, one of the world's top ICT companies with presence in over 160 countries.

The joint venture designs, manufactures, promotes, markets and manages sales and support of StarVR solutions to the professional, enterprise, and location-based entertainment market. Headquartered in Taipei, StarVR Corporation also has presence in Los Angeles, Paris and Stockholm.

Parent company Starbreeze AB's shares are listed on the Nasdaq Stockholm First North Premier under the tickers STAR A and STAR B with the ISIN-codes SE0007158928 (A-share) and SE0005992831 (B-share). Parent Acer's shares are listed on the Taiwan Stock Exchange (TWSE: 2353) with Global Depository Receipts (GDR) listed on the London Stock Exchange (LSE: ACID). For more information, please visit: <http://www.starvr.com>, <http://www.starbreeze.com>, <http://www.acer.com>

About ZeroLight

ZeroLight is the market leading omnichannel visualization platform for the automotive industry. Pioneering real-time 3D solutions for retail, online and asset creation; ZeroLight empowers OEMs and agencies to sell smarter and engage customers with interactive product experiences that enhance the buying process. For more information about the company, go to: www.zerolight.com