



ZeroLight and StarVR® Partner to Deliver Truly Premium Immersive Experiences

The combination of industry leading hardware and software arrives in London this June

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Premium virtual reality (VR) headset manufacturer StarVR and automotive visualisation specialists ZeroLight have confirmed a showcase of their latest developments, an ultra-high definition automotive virtual reality experience, during London Tech Week. The demonstration will take place at VR & AR World, June 13th-15th at London's ExCeL, promising to show one of the most visually impressive VR experiences to date. Focussed on the commercial potential of immersive technologies, the event will also host a talk held by ZeroLight's Chief Marketing Officer Francois de Bodinat and StarVR's Guillaume Gourard on the initiative to deliver premium commercial VR and its impact on presence, perception and user engagement.

"Quality and innovation are the foundation upon which we build our experiences." says Francois de Bodinat, Chief Marketing Officer at ZeroLight. "The team at Starbreeze and Acer have delivered a headset with a display that can deliver truly high-definition content such as ours, taking the medium forward within enterprise."

ZeroLight have created some of the most recognisable commercial automotive VR experiences to date. The partnership with StarVR will allow delegates to configure, explore and interact with a digital vehicle using an industry leading HMD that can deliver the company's high-quality visual experiences to their intended resolution with a 210-degree field of view.

"With StarVR we're focusing on facilitating premium commercial content creators like ZeroLight with a truly high definition HMD that showcases the full potential of their experiences, inspiring the future of enterprise in VR. We're excited to be showing the latest R&D with a partner that is powering forward thinking retail concepts within the automotive space." said Guillaume Gouraud, Industry Relations and Business Development Europe for StarVR Inc.

Find out more about [StarVR](#), [ZeroLight](#) and [VR&AR World](#) before visiting or contact the team to find out more.

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For more information, please contact:

Business opportunities, ZeroLight:

Francois de Bodinat, Chief Marketing Officer, ZeroLight
T: +44(0) 191 485 0505, Email: francois.debodin@zerolight.com

Business opportunities, StarVR Inc:

Guillaume Gouraud, Industry Relations and Business Development Europe
Email: business@starvr.com

Public Relations, ZeroLight

Joseph Artgole, Associate Marketing Director, ZeroLight

T: +44(0) 191 485 0505, Email: joseph.artgole@zerolight.com

Press and Investor relations StarVR Inc/Starbreeze:

Maeva Sponbergs, EVP of Communication and Head of Investor Relations, Starbreeze AB/StarVR Corp. Tel: +46(0)8-209 208, email: ir@starbreeze.com

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