



## PRESS RELEASE

### **Munich startup Viond launches software to create and publish interactive 360° VR experiences**

Until now, companies had to program 360° experiences in a time-consuming and cost-intensive manner. Munich Tech startup, Viond GmbH, has removed these limitations when creating interactive 360° experiences. With Viond, professional and interactive 360° experiences can be created in minutes for companies and brands. Viond's comprehensive platform includes an editor for creating interactive 360° Virtual Reality (VR) Experiences and a player app that allows content to be published worldwide and played on all relevant VR platforms and VR-compatible smartphones. With its intuitive easy-to-use interface, the platform is primarily focused on businesses and agencies looking for a straightforward way to create and publish interactive 360° / VR Experiences.

**Munich, March 12, 2018** - After a two year development period, Viond launched the Viond platform for the creation and publication of interactive 360° / VR Experiences. Viond is a spin-off of RE'FLEKT, one of the world's leading specialists for VR / AR applications based in Munich. The easy-to-use platform significantly reduces the effort and cost of creating 360° / VR experiences. Viond has already begun implementing steps to allow small and medium-sized companies to easily access new 360° / VR worlds; for example, virtual tours of buildings, product visualizations for marketing or virtual training scenarios.

Viond GmbH was founded by CEO, Dr. Rolf Illenberger and Diego Montoya, CTO, who was responsible for initial development of the platform as Lead Developer at RE'FLEKT.

"VR has long been known as a new medium with many useful applications. The high level of technical complexity required to create interesting VR content has prevented widespread use of the medium - not least also among end users. Viond solves this problem with an integrated and easy-to-use platform: With Viond professional 360° apps can be created in minutes and with one mouse click the Experiences can be published worldwide via the Viond Player App. Such a platform is unique in the world and will unleash tremendous creative potential to open up the new medium. In the long term, we aim to establish Viond as the leading platform for interactive 360° / VR experiences and set the global standard for it." - Dr. Rolf Illenberger

For the development of interactive VR experiences, companies only need 360° media content. Elements and features linked to an interactive experience are then achieved using the Viond Editor's easy-to-use drag and drop capabilities. The Viond Player App supports all major 360° / VR platforms such as Android, iOS, Samsung Gear VR, Oculus Go and Google Cardboard. Viond's business model is built as a software as a service and can be used online via the Viond.io website. Developing experiences with the Viond Editor is always free; users only pay to publish an experience on the platform. Porsche, E.ON, WDR and the Süddeutsche Zeitung were partners of Viond during its development phase and currently use Viond for their own 360° applications.



Kerim Ispir, COO of RE'FLEKT and initiator of the platform idea, sees great potential for Viond: "RE'FLEKT has received increased requests from small and medium-sized companies in recent months for the creation of 360° / VR experiences. Through Viond, we can now offer companies around the world a simple and cost-effective solution for implementing 360° professional applications."

Focusing on real estate, tourism and media / agencies alone, a sheer number of concrete use cases are conceivable, such as virtual apartment visits, tours of museums and offices, product visualisations or training courses. Combined with an increase in more powerful and affordable VR devices, and the enormous market potential, Viond founders are confident regarding the future success of the platform.

### **About Viond**

Viond allows creatives, agencies and businesses to create interactive 360° / VR experiences with drag-and-drop capabilities without the need for VR programming skills. The Viond platform can be used for numerous applications. Promising use cases are from the real estate industry, tourism, e-learning and product visualization. Viond significantly reduces the effort and cost of creating 360° / VR Experiences, providing a more cost-effective alternative to expensive specialty agencies, especially for SMEs. Viond will be available to creatives and businesses by the end of February 2018. The development of Experiences are free. Costs are only incurred when the Experiences on the Viond.io platform are published and played on the Viond Player App. Development partners include Porsche, E.ON, WDR and Süddeutsche Zeitung. The latter is providing its 360° / VR media content via its own Viond app white label solution "SZ VR"

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