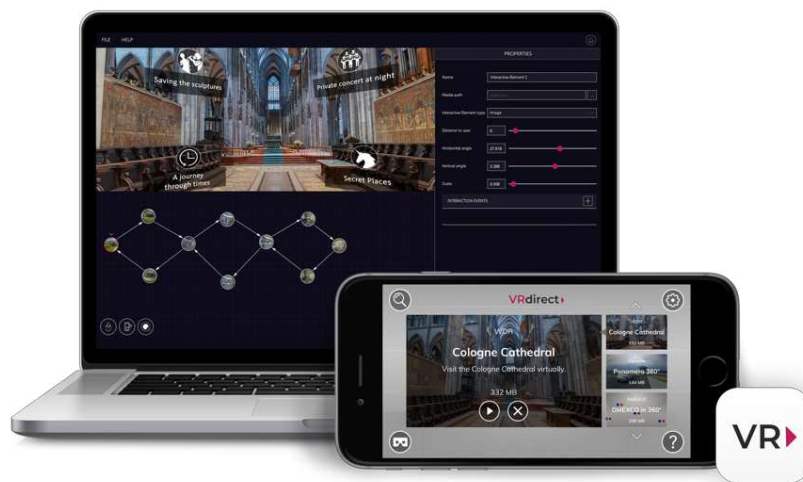


Viond becomes VRdirect: A Browser for VR Experiences

Second financing round successfully completed

Munich, 22nd March 2019 - Viond becomes VRdirect. The start-up was renamed after the closing of the second financing round and the launch of the new VR App "VRdirect". The redesigned app allows end-users to easily access VR content and to build their own personalized VR library. The App is available for free in the Google, Apple and Oculus app stores. It allows to consume interactive VR content on all popular VR devices such as Samsung Gear VR, Oculus Go or Google Cardboard as well as on most smartphones and in a web-browser.



The app enables businesses to make their VR projects available to end-users, employees or partners without having to develop their own app. VR projects can be easily accessed via keyword, code or link.

The VRdirect platform enables enterprises to create and publish VR projects in minutes and without the need for any expert skills. Typical use cases range from product visualizations for sales, customer support or trade fairs to VR training applications and indoor digitization.

VR projects can be easily created using the VRdirect Builder and distributed instantly via any VR enabled device, smartphone or web-browser.

The VRdirect Builder can be downloaded at www.vrdirect.com.

Dr. Rolf Illenberger, founder and CEO of VRdirect, explains the rebranding: "Our prime motivation for the development of VRdirect was the increased interest of SMEs in Virtual Reality and the growth of respective VR use cases. For many of these customers,

developing their own VR app is too complex and too expensive. VRdirect solves this market need by offering a flexible and customizable distribution channel for their VR projects."

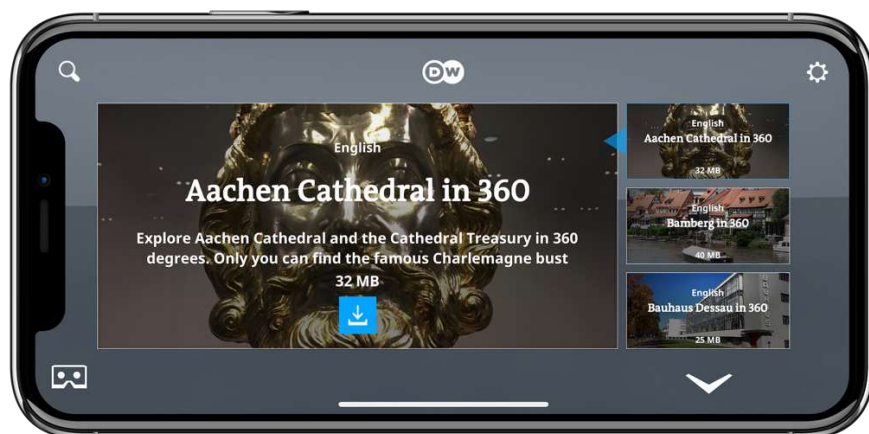
VRdirect closes second financing round

Based on the positive growth expectations, VRdirect successfully closed the second financing round. The financing was provided by the existing group of renown Business Angels led by the Chairman of the Supervisory Board of Rocket Internet Dr. Marcus Englert. The founders of German mobility start-up Flixbus also participated in this round.

Daniel Krauss, Chief Technology Officer of Flixbus, is convinced: "Virtual Reality is a very relevant technology. It offers multiple promising use cases - not only for the tourism and travel industry. We are convinced that VR is one of the most relevant technologies for the near-term future and VRdirect is in a great position to tap this market opportunity. "

With the new funding, the team led by Dr. Rolf Illenberger is continuing its strategy to expand its client and project base to segments such as tourism, real estate and training & learning. In these segments, the interest in Virtual Reality has grown significantly over the last months. In addition to initial clients like Porsche, E.ON and WDR, VRdirect has added a large number of new customers over the last few months.

A most recent project realized via the VRdirect platform is the [DW World Heritage 360 app](#) of Deutsche Welle. The infotainment format, which Deutsche Welle created internally with the help of VRdirect, allows users to explore various German UNESCO World Heritage sites, such as the Bauhaus Art School in Dessau, Bamberg's old town, or the Aachen Cathedral in Virtual Reality.



About VRdirect

VRdirect enables companies to create and deliver interactive 360° / VR experiences using drag-and-drop functionality and without any expert skills required. Use cases for VRdirect range from real estate visualization, tourism, training and product presentations. VRdirect significantly reduces the cost and efforts of creating 360° / VR experiences and provides SMEs with a cheaper alternative to expensive specialized agencies.

VRdirect was introduced in February 2018 under the brand Viond and is a spin-off of the internationally leading augmented reality provider RE'FLEKT. In March 2019, VRdirect was rebranded in order to sharpen its market position and to be consistent with the newly introduced VRdirect browser App. The development partners of the Munich, Germany based start-up include Porsche, E.ON, WDR and the Süddeutsche Zeitung. Other customers include Deutsche Welle and Hekatron as well as various additional training and marketing agencies.

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