



ICONIC ENGINE
Powered by Digital Domain

Building The Home For XR

A platform to manage, distribute, and grow with the transformation of 5G

ICONIC ENGINE

Powered by Digital Domain

Our Vision

A different world is shaping right in front of our eyes. One that is no longer passive, but to the contrary is dynamic, energetic, full of life, and continually evolving

*We are creating the **Entertainment Content** for the future*

Our Mission

To Inspire and lead the next generation of
immersive and interactive content and its distribution





OUR BIRTHPLACE

DIGITAL DOMAIN

DIGITAL DOMAIN

BRINGING HOLLYWOOD'S VISION TO REALITY



Warner Bros.
Steven Spielberg:
READY PLAYER ONE



Marvel Studios:
AVENGERS: INFINITY WAR



Marvel Studios:
X-MEN: APOCALYPSE



Marvel Studios:
THOR: RAGNAROK



Marvel Studios:
THOR



Marvel Studios:
SPIDER-MAN: HOMECOMING



Walt Disney Studios:
IRON MAN 3



Marvel Entertainment:
X-MEN



Walt Disney Pictures:
BEAUTY AND THE BEAST



Walt Disney Pictures:
THE JUNGLE BOOK



Walt Disney Pictures:
MALEFICENT



Hasbro Studios:
TRANSFORMERS: THE FALLEN



Bad Robot Productions:
STAR TREK



Lionsgate Films:
POWER RANGERS



China Film:
FATE OF THE FURIOUS



China Film:
FURIOUS 7



CONTENT *LIBRARY*



XR Content

Experience *True Cinematic and Immersive* Content



Featured
&
Entertainment



Animation
&
Storytelling



Travel
&
Experiencing



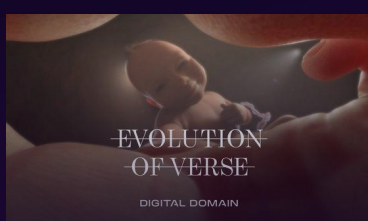
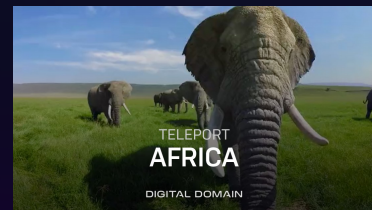
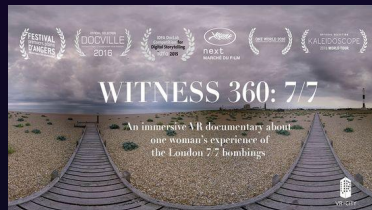
Sports
&
Music



Documentary
&
Educational

XR Content

Experience *True Cinematic and Immersive Content*



Iconic Engine XR *PLATFORM*

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PLATFORM AND *DISTRIBUTION*

The XR streaming platform is built to serve the growing needs of our partners, from creative development to content distribution.

Team capabilities span from custom app development, production, live broadcast, content licensing, and a suite of XR tools.

- E! News Red Carpet Events
- NBA VR
- Deutsche Telekom (T-Mobile)
- Ryot
- Orange
- Nordic Entertainment Group
- Nobel Peace Prize
- Redbull TV
- Justice League AR - AT&T
- Eleven Eleven - NBC Universal



LIVE *EVENTS*

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**LIVE 360°
STREAMING**

The Iconic Engine VR Platform is a broadcast-grade solution for distributing live and pre-rendered 360° experiences to audiences worldwide across movie devices, HMDs, and desktops.

The cloud-based technology is built for scale and combines tools for managing and enriching content with a set of white-labeled apps and SDKs to give you the broadest reach.

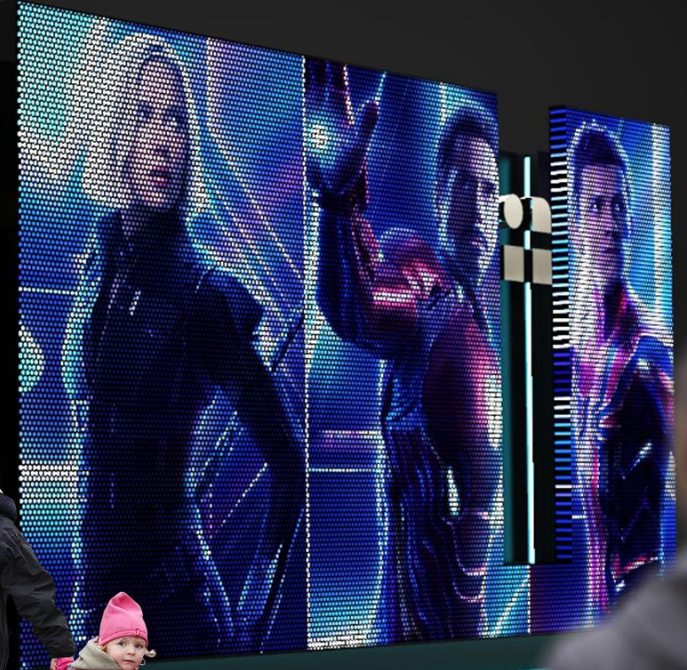
- X Games
- London Fashion Week
- Nobel Peace Prize
- Red Bull
- Met Gala
- Grammy Awards
- 2016 Rio Olympics

LBE FOR *RETAIL THEATRE*

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HOLOMETRIC
THEATER

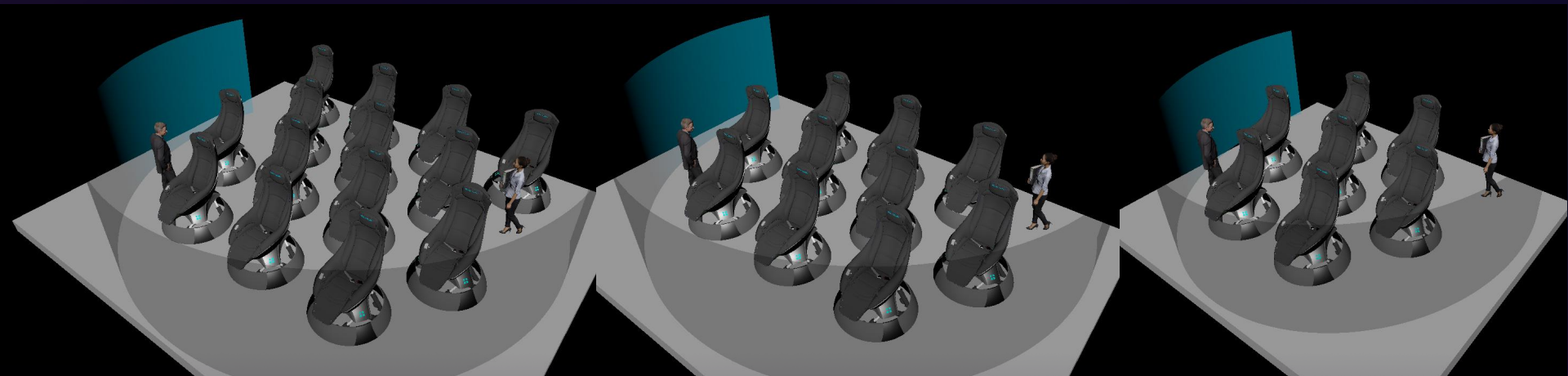


Holometric™ Cinema



Holometric™ Cinema

Modular Possibilities, Incredible Range



14 Config

10 Config

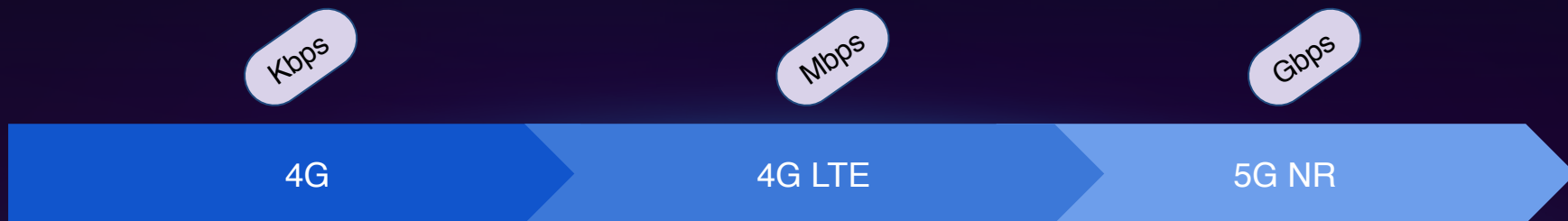
7 Config

Before 6G and 7G ...
Let's Talk *5G*

What 5G means for XR

Challenges for the road ahead

- We're currently trying to cram and retrofit content to work for XR. We need higher resolution, faster throughput, and increased responsiveness that simply is not **globally** available.
- High speed access is still very much a tethered feeling for most of us. We still scour for wifi access points. 5G mmWave and mMIMO will change that.
- Bandwidth is still the major choke point in our workflow. Compute, Storage, Memory, Graphics, and Local Networking have all experience generational overhauls.
- eMBB and ultra reliable low latency communications (URLLC) should build more consistent device streaming.




Content For 5G

The types of content to take advantage of 5G

- Volumetric Video Streaming
- High Fidelity XR Video (8K, 12K, etc..)
- Real Time Content
- Live Mixed Reality Events
- Massive Social Experiences
- Fully Articulated Digital Avatars
- Beyond Device Capability / Split Rendering
- Holometric LBE Content

New Questions Start To Surface

- How do you store and manage this new content?
 - How do you monetize it?
 - How do you incorporate it into current apps?
 - How do you leverage new tech?
 - How do you get away from bespoke solutions?
 - How do you do it?
- 

The logo consists of a solid orange square. Inside the square, the word "orange" is written in a white, lowercase, sans-serif font. A small "TM" trademark symbol is positioned to the upper right of the word.

orangeTM

○ □ ICONIC ENGINE
□ □ Powered by Digital Domain

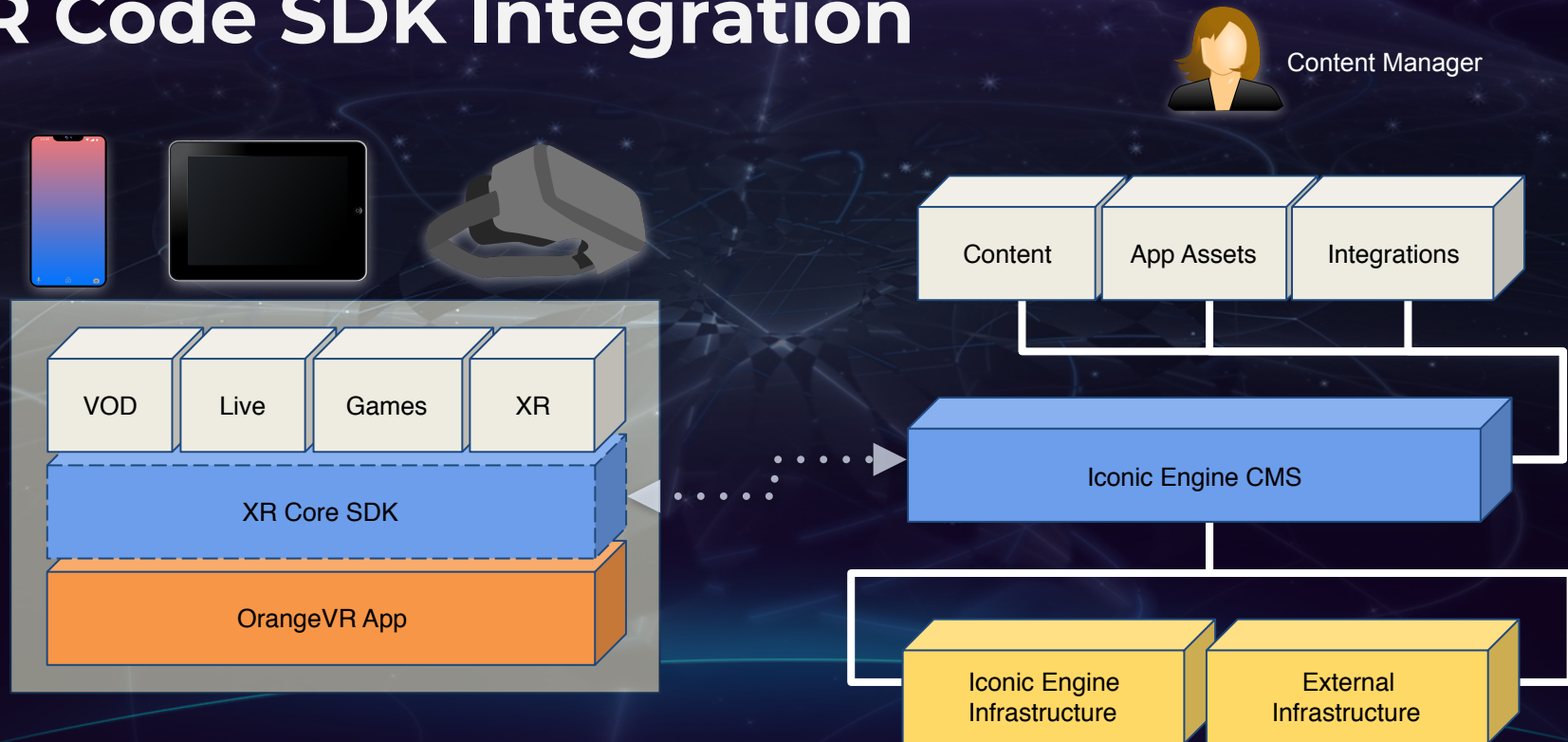
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OrangeVR Objectives

- Migrate the current application on the market from a previous provider to the Iconic Engine platform with zero downtime. (Less than 2 months)
- Use the XR Core SDK to preserve all of the same functionality and even add some new ones.
- Improve, optimize and iterate with new features and functionality. (Live Events, Interactive Videos, etc..)
- Support Orange every step of the way.

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XR Code SDK Integration



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OrangeVR Experience

XR Core SDK provides the OrangeVR app with support for multiple platforms and direct integration with the Iconic Engine CMS. Enhanced made on the XR Core SDK can be deployed on apps with an iterative process and minimal developmental cost.

- VOD Playback with multiple formats
- Support for Live Streaming with multiple cameras
- Externally Hosted Content
- Multiple Language Localizations
- Multiple transcoded variants for each VOD item
- Geo-fencing and Access Control
- Full scale content management



Igniting the future of entertainment

Thank You!