

First Ad Technology to Enable Widespread Development and Distribution of Fully Interactive, 360-Degree Advertising – with Virtual Reality Mode – Launches Today

Advrtas Opens Up the Internet for Interactive and Immersive 360-Degree and Virtual Reality Ad Content Never Before Seen or Experienced

Los Angeles, CA, April 14, 2016 – The \$77 billion digital advertising industry took a huge leap forward today with the introduction of Advrtas from Outlyer Technologies, a virtual and augmented reality technology solutions company. Advrtas is the world's first fully interactive 360-degree rich media ad technology, with a layered in virtual reality mode. Brands, publishers and agencies can for the first time build incredibly immersive, rich and fully interactive ad experiences using video, graphics, photo-real images and CG – displayable on any ad space, and on any device.

Until today, brands were limited to displaying 360-degree video-only ads on Facebook and YouTube – and without true interactivity. Built from the ground up as a ubiquitous, inclusive ad technology, not just a video player, Advrtas opens up the internet with its proprietary and patent-pending Panamorphic™ technology, allowing brands to serve never before seen 360-degree and virtual reality ad content across any IAB-compliant rich media ad space, anywhere. Advrtas breaks the boundaries of the traditional ad frame, can be navigated using motion, and provides significantly more ad real-estate for the same buy thanks to the 360 design.

Advrtas ads are designed to work across smartphones, tablets, laptops and desktops, engaging audiences wherever they are. From their smartphones, viewers can control their ad experience by the simple movement of their phone to navigate through any visual scene, and can click into different products or scenarios, all the way to points of sale. Advrtas also offers a VR mode with the click of a button, viewable on both Android and iOS phones using any cardboard or comparable HMD virtual reality device.

What does an interactive, 360-degree ad experience look like?

- Viewers can move their device to view the entire Las Vegas strip, click into hotel lobbies, guest rooms and restaurants to look around, and book rooms or make reservations all from within the ad
- Car shoppers can move around outside and inside a car, check out the engine, interior and trunk space; while home buyers can navigate through every nook and cranny of a potential home
- Grocery shoppers can navigate their way through an entire virtual store, viewing aisles, checking out ingredient lists, and clicking on products to be delivered
- To truly take advantage of the possibilities of VR mode, a swimsuit brand could create an underwater, virtual retail shop, where users swim through coral reefs, alongside bright and beautiful sea life, to see and purchase the products on display – all from a simple rich media ad placed on a webpage

“As a company that has been living in the virtual reality content and technology space for several years, it occurred to us – why can’t we bring this level of interactivity to the existing digital infrastructure, where people are today,” said Robert Bruza, founder and CEO, Outlyer Technologies. “We’ve created a technology that, among other things, leverages WebGL, HTML5, and mobile sensors enabling us to bring an immersive and fully interactive experience that brands and consumers have never seen before to any ad space.”

Outlyer Technologies saw the opportunity to develop a fully interactive ad technology for VR/AR, but quickly realized it was way ahead of the market, and user base. So the company worked backwards, taking the power of 360-degree and interactive content and applying it to today’s existing ad infrastructure. Advrtas completely changes how people see, and interact with, advertising by delivering ads that are so engaging they come to life.

“Using an entirely new ad canvas, brands can finally deliver truly captivating and experiential ads, on par with and even surpassing other digital entertainment experiences consumers have become accustomed to,” continued Bruza.

Advrtas is currently working with select partners across key verticals to bring the first uses of the technology to market.

About Outlyer Technologies

Outlyer Technologies is an emerging technology solutions company disrupting the worlds of marketing and advertising with revolutionary platforms leveraging virtual reality, augmented reality and immersive 360-degree content. Outlyer is creating visual and interactive tools and solutions to help brands adapt to these new technologies and changing how they engage with consumers. For more information, please visit: <http://advrtas.com/> and <http://www.outlyertech.com> .

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