D-BOX motion technology scientifically proven to reduce the motion discomfort commonly associated with Virtual Reality

Montreal, (Québec) April 24, 2018 - In a recent scientific study on VR user experiences, the innovative motion technology created by D-BOX Technologies Inc. (TSX:DBO), a world leader in immersive entertainment experiences, was cited as a prime factor in significantly reducing motion dizziness.

The research, conducted in collaboration with HEC Montreal's Tech3Lab[1] (the most important UX lab in North America), tested the effects of motion on the VR user experience and uncovered compelling results that bode well for an industry on the move.

In a recent interview[2], Pierre-Majorique Léger, Chairholder of the NSERC-PROMPT industrial research chair[3] (http://chaire_ux.hec.ca/en/?noredirect=en_US) in user experience and Co-director of Tech3Lab talked about the benefits of D-BOX motion technology for the user and the surprising secondary effect it had. *"Not only does the motion contribute to reducing the dizziness that's common with virtual reality, but we definitely noticed that it also enhances the effect of the immersive experience for users."*

In basic terms, when there is a disconnect between what your physical body is doing and what your brain thinks it is doing, discomfort occurs. However, as scientists at Tech3Lab discovered, when you add high definition and precise motion to the mix it becomes part of the simulation experience and you end up 'tricking' the brain into believing that the experience is actually happening which, in turn, reduces or completely eliminates the motion sickness.

"As great and promising as VR is, we can now say with all certainty the effect content providers and game developers are trying to capture is incomplete without motion'" explains Claude Mc Master, President and CEO of D-BOX. "As the study conclusively shows, it's the one element that not only reduces or eliminates the uncomfortable side effects that users have complained about, but it pushes virtual reality into a totally immersive, incredibly believable experience."

Not surprisingly, the industry is catching on. Over the last few years, more and more of the big players in VR have made D-BOX a part of their creative process including Fox, Alcon Entertainment, Sony Pictures, Ubisoft, VRC or Dark Corners to name a few. All of these studios have benefited from D-BOX expertise to bring a unique and profound or deep end user experience.

This study is positive news for both the VR industry and users, as it comes at a time when hopes are high for an exciting new form of entertainment that, according to the International Data Corporation[4], is projected to generate $215 billion in worldwide revenues by the year 2021.

ABOUT D-BOX

D-BOX redefines and creates hyper-realistic, immersive entertainment experiences by moving the body and sparking the imagination through motion. This expertise is one of the reasons why D-BOX has collaborated with some of the best companies in the world to deliver new ways to

enhance great stories. Whether it's movies, video games, virtual reality applications, themed entertainment or professional simulation, D-BOX mission is to move the world.

D-BOX Technologies Inc. is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX: DBO). The head office is located in Montreal and offices are based in Los Angeles, USA and Beijing, China. D-BOX is present in 40 countries in over 670 screens in the world. www.d-box.com

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