

VR industry leaders D-BOX and Secret Location launch new partnership to develop library of VR content for LBE centres

Montreal, Quebec – October 4, 2018. D-BOX Technologies Inc. (D-BOX)(TSX:DBO), the world leader in immersive entertainment experiences, and Secret Location, a content studio for emerging platforms, have signed an agreement making Secret Location the content management platform provider for D-BOX.

Under the strategic partnership, Secret Location will be the primary distributor for D-BOX - enabled virtual reality (VR) content intended for location-based entertainment (LBE) environments. Secret Location will also integrate its content management platform *Vusr* into D-BOX motion systems offering a unique operational turnkey solution for exhibitors and seamless installation into any LBE.

This partnership comes at an integral time for the burgeoning VR LBE industry, as one of the challenges facing major players at the moment is the lack of premium content and reliable distribution. This new agreement will facilitate global distribution and provide insights into consumer behavior and preferences, giving D-BOX and Secret Location a better understanding of the types of content they're looking for. Ultimately, this collaboration will accelerate adoption and contribute to the overall success of the VR LBE industry.

This collaboration will provide a new source of recurring business revenue from an industry that, according to Orbis Research, is expected to become a \$40 billion market by 2020.

“This is excellent news for everyone who is eager to try the next level of VR content enhanced with unparalleled motion technology,” declares Claude Mc Master, President and CEO of D-BOX. “The addition of precision movement to VR content creates a richer, more realistic immersive experience, but it has also been shown to reduce the motion dizziness often associated with VR. This is an important factor that removes a serious barrier to enjoyment for many people, really enhancing the total effect.”

Secret Location has developed an impressive track record in the industry having won Emmy and Cannes Lions awards for their work across multiple platforms.

“Secret Location’s cinematic VR experiences and D-BOX’s immersive motion systems are a perfect fit and pairing the two will bring LBEs to new heights,” said Ryan Andal, Founder and CEO of Secret Location. “Partnering with D-BOX has been a goal of ours since day one and we are ready to push the industry forward with a company whose strength and depth in immersive entertainment delivers exceptional value to our commercial customers and end users.”

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 is on a mission to move the world. www.d-box.com

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 satellite offices are based in Los Angeles, USA and Beijing, China.

ABOUT SECRET LOCATION

Founded in 2009 and acquired by Entertainment One (eOne) in 2016, Secret Location is reshaping the virtual reality (VR) industry by combining cutting-edge technology with traditional storytelling. Secret Location created the first original serialized VR narrative and is the first company in the world to win a Primetime Emmy Award for a VR project. Secret Location developed Vusr, a cloud-based content management system that offers solutions to several challenges in VR distribution.

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