



360° / VR
Presentation

Who We Are



Next Media Group creates ***Captivating Marketing & Advertising Experiences*** that ***Engage Audiences and Brands*** through the use of the latest video technologies.

We are focusing our attention on utilizing Next Generation Media, inclusive of ***360° Video, VR,*** and ***Interactive Video*** to bring your brand's experiences to life.

We have partnered with a select group of Best of Breed production and technology companies to deliver the highest level of quality.

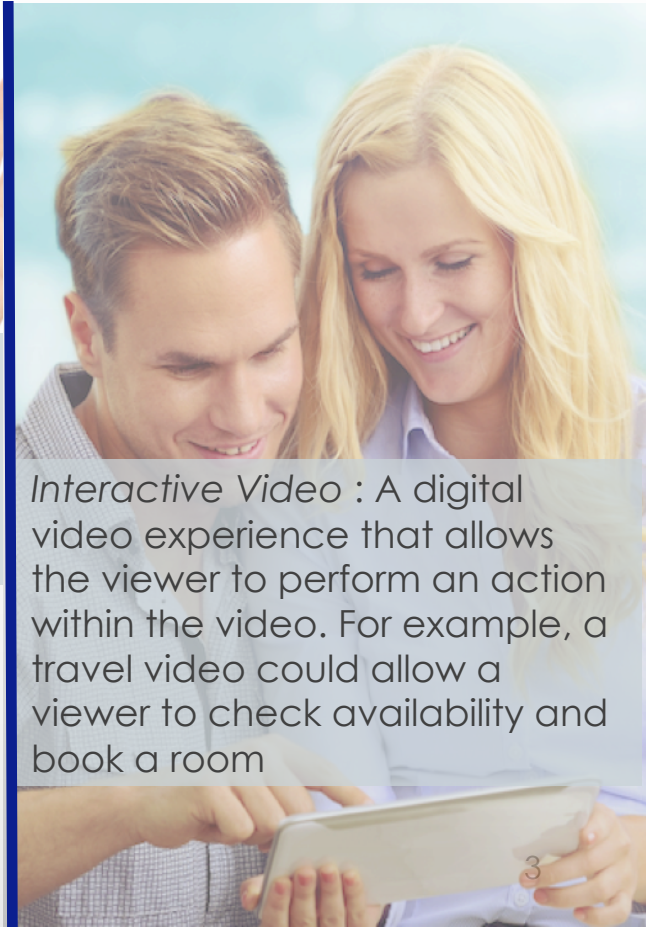
What is 360, VR & Interactive Video



360 Video: A completely open experience that allows a user to view, interact and engage with a 360 degree, full surround video



VR - Virtual Reality: A closed and fully immersive experience that puts users inside virtual worlds



Interactive Video : A digital video experience that allows the viewer to perform an action within the video. For example, a travel video could allow a viewer to check availability and book a room

THE 360° VR MARKETPLACE

Growth of the 360° / VR Marketplace

Google's Cardboard apps have been downloaded more than 25 million times
- google

One million people have used Samsung's Gear VR over the past month
- Oculus May 2016

5 million Samsung GearVR headsets sold for the holidays in 2016
- Tim Baxter Pres. Samsung @ CES 2017

28 million people could be paying for VR hardware and content by 2018
- kZero

2.2 million people subscribe to the YouTube 360° channel
- You-Tube Jan 2017

FACTS TO REMEMBER

Growth of the 360° / VR Marketplace

ABC

BBC

CBS

CNN

Conde Nast

Discovery

Disney

ESPN

Facebook

FOX

Fox Sports

Google

Huffington Post

Hulu

Intel

Life VR

Live Nation

Microsoft

NBA

NBCU

NFL

NHL

NY Times

Paramount

PBS

SKY Network

Sony

Time Inc

Tribune

Turner

Twitter

USA Today

Viacom

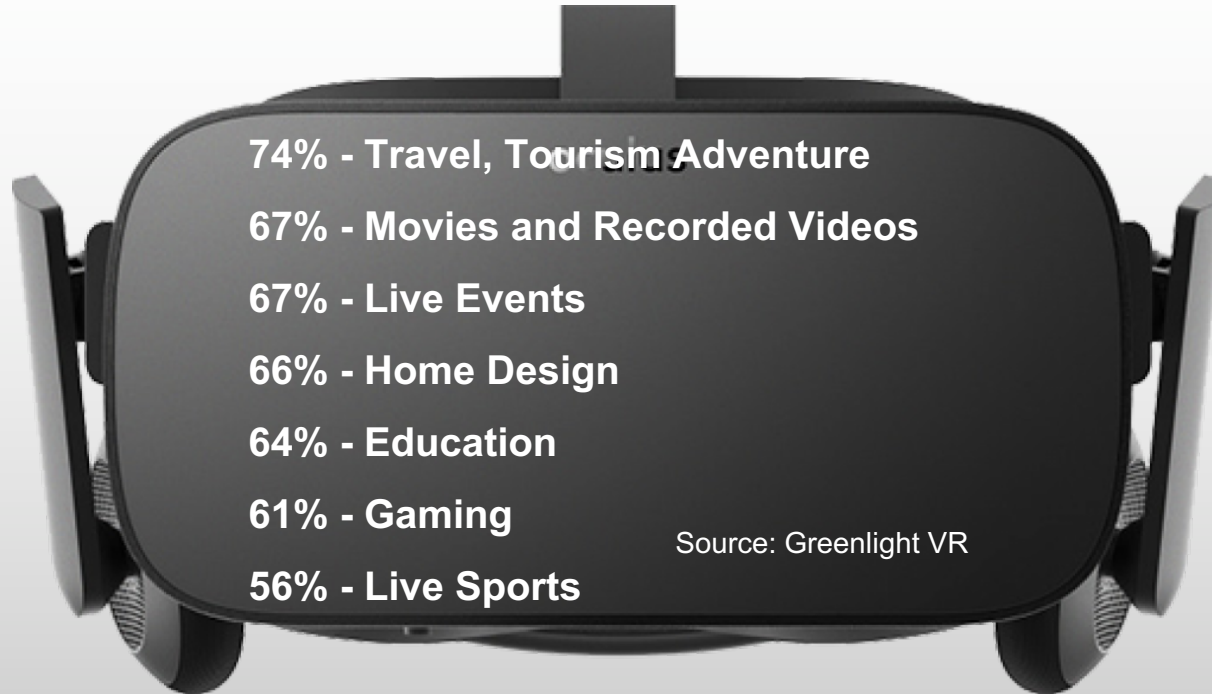
Wall St. Journal

Warner Bros.

Washington Post

Travel at The Top of The 360 / VR List

Consumers were asked “What type of VR content would interest you?”



THE 360° VR TRAVEL MARKETPLACE

The Travel Marketplace Is Poised For Change

Destination Marketing
Association International
**VIRTUAL REALITY IS STARTING TO KNOCK
THE SOCKS OFF TRAVEL INDUSTRY
MARKETERS**

TRAVEL | Bloomberg
**How Oculus and Cardboard
Are Going to Rock the Travel
Industry**

HUFF POST BUSINESS
CANADA
**Virtual Reality Is Set To
Transform The Travel Industry**
Posted: 03/29/2016 11:09 am EDT | Updated: 03/29/2016 11:59 am EDT

Inc.
**How Virtual Reality Is About to
Transform the Travel Industry**

VR has obvious value when it comes to entertainment. But its best use may lie in tourism.

SHIFT

Hilton Launches a New Video Ad Campaign
to Push Direct Bookings
Best Western Goes All In on Its Virtual Reality
Marketing Move
Facebook's Mark Zuckerberg on the Virtues of
Virtual Reality Tourism

TRAVEL WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE
**Carnival bringing virtual cruising to
AT&T stores**

VR Is A Game Changer For Travel Marketers

"We're incredibly excited about 360-degree video capabilities – simply put, there's no comparable technology out there right now that creates the same type of immersive experience our guests are looking for as they plan their next trip and that will drive them to book their dream vacation right then and there."

- Mary Beth Parks
SVP Global Marketing, Hilton



"VR is poised to enhance the overall travel booking process, by providing the ability to explore a location and virtually try before you buy it."

- Chris Bazos, Pres. Travelous

Next Media Group's Approach To Travel



We believe that 360° video and VR can be used as Inspiration, Visualization and Monetization within the Travel Marketplace

Our primary focus in the hospitality industry is Visualization and Monetization

Next Media Group's Approach To Travel



Inspiration

Visualization

Monetization

Video Creation – 360° and VR

- Ideation, Planning, Collaboration
 - Identify property location scenes
 - Lobby, Restaurants, Lounges, Room Types, Pool, Gym, Spa, Business Center
 - Insure vibrant, active, energetic environments
 - Scene optimization
 - Voice over context and video capture alignment
 - Hotel staff participation
 - Interface with guests
 - Providing services

Video Production – 360° and VR

- Tiered options to accommodate hotel's desires
 - Cost effective package opportunities
 - Custom production
 - Aerial drone and underwater footage
 - Casting, staging, multi camera placements, lighting and sound
- Non intrusive on site production

NMG Visualization, Monetization Solutions

Video Interactivity – 360° and VR

- Interactive Components
 - Location Navigation
 - Allowing viewers to navigate to property locations (Lounge, Restaurant, Rooms)
 - Highlight Amenities and Features
 - Integrate picture galleries and video in video to showcase within a location
 - Ecommerce to check rates and book rooms in real time
 - Dynamic updates

Platform Delivery – 360° and VR

- Mobile – Tablet, Smart Phone, Custom App
- Desktop – Web
- Headset
 - Mobile VR – Samsung GearVR, Google Daydream, Google Cardboard
 - Tethered – Oculus Rift, HTC Vive

Video Distribution – 360° and VR

- Travel Sites
 - Review sites, OTA's, Travel Guides (Interactive Experience)
 - Client Direct Site
- Social Media
 - Facebook, Twitter
- Video Distribution Platforms
 - YouTube, Grabyo, SpotX (Interactive and Non-Interactive)
- Video Analytics

Video Types

- Interactive Video hosted on proprietary server
- Non-Interactive Video Files
- 360° IAB Standard Advertising Creative

Media Amplification

- Media buying capabilities to be discussed
- 360° IAB Standard Advertising Creative

The Next Media Solution

CONTENT

We create an immersive experience that showcases your property's Rooms, Restaurants, Pools or any Amenities that you want a virtual guest to see



TECHNOLOGY

We allow the guest to take a journey throughout your property and give them the opportunity to Book Their Stay



AUDIENCE

We partner with distribution platforms that deliver the 360° VR experience to targeted travelers and a broader audience



ENGAGING MARKETING EXPERIENCES



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