DMG Entertainment and VR company Arcturus Embark on Exciting Technology Partnership

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DMG Entertainment, a media company based in Beverly Hills, California, has posted a YouTube video where DMG founder and CEO Dan Mintz is interviewed and discusses the role of virtual reality in storytelling and entertainment. The company produces films and games and has recently fully acquired Valiant Comics. Alongside the DMG VR umbrella, the entertainment company also invested in Arcturus. Arcturus? cutting edge technology includes the development of a platform for volumetric video that will ignite the future of XR in both AR and VR experiences, with captivating storytelling and responsive character development. In a Variety exclusive, company founder Dan Mintz shared his vision for the medium, saying: ?The creative canvas of VR gives us new ways to experience stories and express creativity.?

The company website goes into more detail, explaining that ?DMG Entertainment is focused on unlocking the creative, world-building potential of the medium. Utilizing cutting-edge technology and hardware for the most realistic motion capture, DMG VR intends to create a high-end immersive experience that is accessible and inviting for everyone.?

Named after one of the brightest stars in the northern hemisphere, Arcturus was born from the passion of

industry thought leaders, many of them being entertainment industry veterans from companies like Pixar, Dreamworks, Google, and YouTube. At present, the extended reality studio is actively developing a set of tools for volumetric video. The platform?s suite of tools allows creatives to adjust, tune and finesse volumetric captures to fit their artistic and production goals. This set of tools is the embodiment of Arcturus? goal of creating stellar experiences while helping others navigate extended reality.

Arcturus has produced a number of extended reality projects, including A Jester?s Tale for RYOT that premiered at Sundance 2019, In Someone Else?s Shoes for Santander Bank, Strangest Hotels, Virush, JammJam, and Sandcastles. In March of 2018, Arcturus released its first game under the umbrella of DMG VR. The game is set in Brandon Sanderson?s Cosmere universe, thus making use of DMG Entertainment?s vast library of world-class intellectual property. Described primarily as a character experience, The Way of Kings: Escape the Shattered Plains is currently available on Steam for HTC Vive and Oculus Rift.

The Arcturus website says, ?We are creative technologists that build emotional connections between viewers and story by incorporating interactivity with original content into immersive and augmented worlds.? Through their partnership, DMG Entertainment and Arcturus plan to make a vast IP library available to audiences worldwide through nontraditional entertainment experiences.

Those who need more information about DMG Entertainment can watch the interview on YouTube, visit their website, or contact them by phone or via email.

For more information about DMG Entertainment, contact the company here:

DMG Entertainment

Alex Richmond

(310) 275-3750

assistant.la@dmg-entertainment.com

9290 Civic Center Dr, Beverly Hills, CA 90210

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For more information about DMG Entertainment, contact the company here:DMG EntertainmentAlex Richmond(310) 275-3750assistant.la@dmg-entertainment.com9290 Civic Center Dr, Beverly Hills, CA 90210

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DMG Entertainment

DMG Entertainment is a global media and entertainment company based in Beverly Hills, CA.

Website: https://www.dmg-entertainment.com/

Email: assistant.la@dmg-entertainment.com

Phone: (310) 275-3750