
Beyond Media Signs Licensing Agreement with Lenovo

Highlights:

- Expanded agreement includes deployment of Beyond Media's Virtual Reality technology
- Technology to be deployed on select Lenovo Legion gaming devices for enhanced VR functionality
- Lenovo is the largest PC-maker in the world (Source: "Gartner".)

23 February 2017

Yonder & Beyond Ltd (ASX: YNB) announced today that its subsidiary, Beyond Media, has extended its collaboration with Lenovo to include the delivery of Virtual Reality and Gaming related technologies.

This move further enhances the VR and Gaming capabilities of the content delivery platform Beyond Media is building for Lenovo. Together, Beyond Media and Lenovo are working to create a differentiated platform for customers and content owners through an upcoming entertainment hub that enhances the user experience.

VR is experiencing strong momentum: A recent Gartner survey forecasted the Head Mounted Display (HMD) market to grow by 340 percent this year (Source: "[Forecast: Wearable Electronic Devices, Worldwide, 2016](#)"). To use a HMD, the user needs a VR- ready computer, and that illustrates the importance of this hardware-software collaboration.

The agreement also highlights the deepening relationship between Beyond Media and Lenovo and their commitment to the Lenovo Entertainment Hub project.

Yonder & Beyond and Beyond Media CEO, Shashi Fernando said, "This agreement highlights the power and potential of our existing Lenovo relationship and our ability to develop and capitalize on cutting edge technologies, creating the potential for further revenue streams in current and future content delivery platform projects."

Dave Cree, Director of Software and Content Services at Lenovo said, "This deployment further shows how we're giving customers rich content on performance-heavy gaming devices with our Legion brand of gaming computers. Beyond Media's technologies help us deliver an immersive and content-loaded experience that sets our PCs apart."

About Beyond Media

Beyond Media is a state of the art virtual reality and multimedia solution, delivering entertainment and virtual reality experience platforms. Beyond Media processes, meets and exceeds the digital rights management ("DRM") requirements of premium content partners in delivering high definition content via its robust and secure platform. With its patent pending compression technologies it can deliver the highest quality 2D/3D/360 and VR content with the least amount of strain to network and hardware.

For more information please contact:

Website: beyond.media

For Content Partnerships: content@beyond.media

For PR Enquiries to David Tasker: pr@beyond.media

For Partnership Opportunities: info@beyond.media

About Yonder & Beyond

Yonder & Beyond is a portfolio of synergistic technology assets with a focus on mobile businesses. Y&B's strategy is to identify and develop disruptive applications with high commercialization and scalability potential.

Y&B equip startups with vital capabilities beyond capital. Our philosophy is to invest in people, as well as invest in their business, so they can both grow and succeed. We are dedicated to contributing to the development of businesses through our resources, experience and relationships.

















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Yonder & Beyond portfolio of technology assets and applications include:

 <p>Interest: 70% Website: beyond.media</p>	<ul style="list-style-type: none">  Advanced virtual reality and content platform  Creating state of the art virtual reality and multimedia solutions  Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators & content owners  Leading team who have vast experience working for Saffron Digital & HTC
 <p>Interest: 75% Website: www.gophr.com</p>	<ul style="list-style-type: none">  Making deliveries quick and simple for everyone. Order your courier from your mobile.  Disruptive technology gaining momentum and a significant customer base.  Outstanding growth in sales, revenue and customers during 2016  Send or pick up deliveries with a single tap
 <p>Interest: 72% Website: www.boppl.me</p>	<ul style="list-style-type: none">  Leading mobile ordering and payment app  Pre-order and pay for food and beverages, before you arrive or at the venue  Potential for multiple revenue streams and insightful customer metrics for every Boppl venue  Currently deploying in Australia, UK & USA  Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013, Anthill SMART 100 Index 2016 and Anthill Reader's Choice Awards 2016

 <p>Interest: 60% Website: http://www.prism-digital.com/</p>	<ul style="list-style-type: none">  Nominated for “Best New Agency 2016” in The Recruiter Awards  Cash generative business with increasing pipeline of sales, revenue and clients  High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com  Host of high-profile London technology events in conjunction with Facebook and Microsoft
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