

## YONDER & BEYOND LAUNCHES VIRTUAL REALITY & MULTIMEDIA PLATFORM

### Highlights:

- Yonder & Beyond creates Beyond Media, an advanced virtual reality and content platform
- Beyond Media has been incubated for the last 8 months, including the build of the IP and Tech Platform called Y-Hub
- Beyond Media expects to announce major global OEM and Operator partners over the next three months

Yonder & Beyond (ASX:YNB) ("Y&B" or "the Company") is pleased to announce the launch of Beyond Media, a state of the art virtual reality and multimedia solution, delivering entertainment and Virtual Reality (VR) experience platforms for original equipment manufacturers ("OEM"), operators, content owners and other businesses wishing to increase their content engagement with their customers.

Beyond Media's Y-Hub platform allows the ubiquitous use of any content from 2D/AR and specifically VR content on most of the available VR devices in market. The platform also meets and exceeds the digital rights management ("DRM") requirements of premium content partners in delivering high definition content via its robust and secure platform.

Virtual Reality is a rapidly growing industry, expected to be a \$120 billion market by 2020<sup>1</sup>. With the release of several VR headsets from OEMs, it is anticipated that sales of VR hardware will exceed 110 million units by 2020<sup>2</sup>. This presents many opportunities for content platform partners, including Beyond Media, to develop respective VR ecosystems.

Yonder & Beyond CEO, Shashi Fernando said "Over the last year we have been gradually inserting, not only the right senior leadership into our portfolio companies, but also feel that a number of forthcoming commercial opportunities will allow Yonder & Beyond and its shareholders to see the enhanced value of these entities over the coming months.

The launch of Beyond Media is a natural progression given the lessening reliance on the Y&B team, as our portfolio assets mature and allows us to reengage with an industry where we have deep content platform experience and global relationships from our days at Saffron Digital and HTC. Our team pioneered technologies, such as multi-device cloud play for Samsung TV/PC/Mobile in the US. It is natural to expand that offering to include virtual reality through Beyond Media.

I am truly excited to announce the launch of Beyond Media, as it's the culmination of 8 months of work and planning with previous well known and highly respected clients and partners from across the world. It is certainly a space we feel will help us replicate our previous success at Saffron, but also in a cutting edge and lucrative industry. Ultimately, the prospective pipeline of projects and major industry partners will result in Beyond Media quickly being a cash flow positive and profitable asset, that will provide further strength to the Y&B group of companies"

Intensive development work has resulted in discussions with a number of global brands, whose expectations will see the deployment of the platform across more than 20 countries.

A presentation explaining Beyond Media is attached as an addendum.

<sup>1</sup> Digi-Capital, 2016, "[Augmented/Virtual Reality revenue forecast revised to hit \\$120 billion by 2020](#)"

<sup>2</sup> International Data Corporation, 2016, "[IDC Forecasts Virtual Reality Hardware to Soar Past the \\$2 Billion Mark in 2016](#)"

### 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.

Website: <http://beyond.media/>

### About Yonder & Beyond

Y&B 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 commercialisation and scalability potential.



Yonder & Beyond 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.

Website: [www.yonderbeyond.com](http://www.yonderbeyond.com)

### For more information please contact:

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### Yonder & Beyond portfolio of technology assets and applications include:

 <b>Boppl</b> Interest: 72% Website: <a href="http://www.boppl.me">www.boppl.me</a>	<p><b>YB</b> Leading mobile ordering and payment app</p> <p><b>YB</b> Pre-order and pay food and beverages</p> <p><b>YB</b> Potential for multiple revenue streams</p> <p><b>YB</b> Currently deploying in Australia, France, Switzerland and South Africa</p> <p><b>YB</b> Winner of the UK Mobile &amp; Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013</p>
 <b>GOPHR</b> Interest: 75% Website: <a href="http://www.gophr.com">www.gophr.com</a>	<p><b>YB</b> Making deliveries quick and simple for everyone. Order your courier from your mobile.</p> <p><b>YB</b> Disruptive technology. Cheaper for consumers, more income for couriers</p> <p><b>YB</b> Send or pick up deliveries with a single tap</p> <p><b>YB</b> Cashless and convenient for couriers and customers</p> <p><b>YB</b> Clear delivery pricing, simply set the pick-up and drop-off location</p>

 <p>Interest: 60% Website: <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a></p>	<p><b>YB</b> Fast-growing digital recruitment agency</p> <p><b>YB</b> Cash generative</p> <p><b>YB</b> Specialised knowledge and long-term relationships within industry focusing on technical sub-segments</p> <p><b>YB</b> Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</p>
 <p>Interest: 70.5% Website: <a href="http://www.meu.mobi">www.meu.mobi</a></p>	<p><b>YB</b> Australian mobile network operator planning to officially launch unique B2C customer offerings during May 2015</p> <p><b>YB</b> Disruptive, innovative force within the telecommunications sector</p> <p><b>YB</b> Will be Australia's first Social Mobile Network™ using a bespoke and innovative socially connected platform enabling members to connect both socially and with MeU's customer centric service representatives in a cheaper, faster and more intuitive way</p> <p><b>YB</b> Class leading mobile products provide a 3G footprint of 98.5% of the Australian population covering 1.3 million square kilometres, using part of Telstra's 3G mobile network.</p>
 <p>Interest: 10% Website: <a href="http://www.playmeet.me">www.playmeet.me</a></p>	<p><b>YB</b> Music-based social media and events app</p> <p><b>YB</b> Revolutionise the way we use music</p> <p><b>YB</b> Access to over 20 million music tracks via Spotify</p> <p><b>YB</b> Interact with people with similar music tastes</p> <p><b>YB</b> Multiple in app revenue opportunities</p>
 <p>Interest: 3% Website: <a href="http://www.mysquar.com">www.mysquar.com</a></p>	<p><b>YB</b> First local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences</p> <p><b>YB</b> Mission is to inspire creativity, entertainment and a better standard of living in Myanmar by offering world class consumer technology solutions that connect Myanmar people with local businesses, products and each other.</p> <p><b>YB</b> Guided by a seasoned leadership team with experience developing global communities through social media, gaming and eCommerce technologies, MySQUAR is forging new ground in Myanmar.</p>



# BEYOND MEDIA

A Division of YNB:ASX

Advanced VR &  
Multimedia Solutions





# Introduction

Beyond Media is:

- Setup by a group of experienced professionals
- in the entertainment & technology industry
- with a successful track record of delivering
- state of the art Entertainment and VR Experience platforms.

We deliver Entertainment, Gaming, VR content in high definition over a robust and secure platform.

# Global/Experienced C- Level Content & Technology Team



**Shashi Fernando**  
CEO

Shashi Fernando is a successful innovator and entrepreneur, who has a reputation for being a visionary with the ability to transform complex concepts into simple and compelling content. Shashi was twice named as one of the most powerful people in mobile, and was the CEO and Founder of Saffron Digital which he sold to [HTC Corp in 2011 for \\$US50m](#).



**Peter Sedeffow**  
CTO

As the founding CTO of Saffron Digital, Peter developed VOD platform from scratch, including ingestions (from Warner, Universal, etc), encoding, playback, DRM and CMS system, multi platform & multi device. Peter has worked with the likes of Samsung, HTC, Blockbuster & Vodafone, as well as holding 12 Patents to his name.



**Mahmood Dhalla**  
CPO

Formerly Global Director of Products at HTC, Mahmood also spent over 10 years at Microsoft in senior management roles focusing on the product management of some of the most iconic products including time working on advanced prototypes on VR.



**John Bell**  
CFO

Formerly Saffron Digital CFO and Barrington's and PKF Corporate Director. John is a Chartered Accountant and has spent more than 15 years as an executive and advisor. John has strong proven experience in negotiating contracts with global content and technology partners.

# Content Relationships & Unrivalled track record

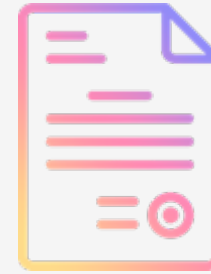
Beyond Media has established an extensive network of connections in the industry and through our reputation and track record will deliver unrivalled direct access to key decision makers in major labels and studios to facilitate:



Strategic Partnerships



End-to-end delivery



Contracts



Negotiations

# 20 Years of Delivering Ground-breaking Content Platforms for Manufacturers and Operators



SAMSUNG



Microsoft  
Research

sky NEWS

bing



htc



KDDI

Office

Syfy



- The team is built from the founding team of Saffron Digital, which they sold to HTC in 2011 (\$50M) where Shashi was appointed to the board as Chief Content Officer of HTC.
- The team has delivered Multimedia platforms in over 40 countries and 17 languages
- The team that pioneered technologies such as multi device Cloud play for Samsung TV/PC/Mobile and IOT devices in the US.
- “Pause on PC/Resume on Mobile” for HTC and T-Mobile.
- Set top Box led solutions for companies like KDDI.



# Trusted Relationships with Content Companies Globally

- Bring Entertainment, VR Content and experiences from world leaders to drive user affinity to client brands.
- Through customer increase and loyalty, position clients as a transformative leader in the Entertainment & VR Space



The team has completed numerous significant content licensing deals in the digital space with Film/TV/Music and Games studios globally.

Proven history of bringing complex deals together with Content Owner/Operator and Manufacturer.

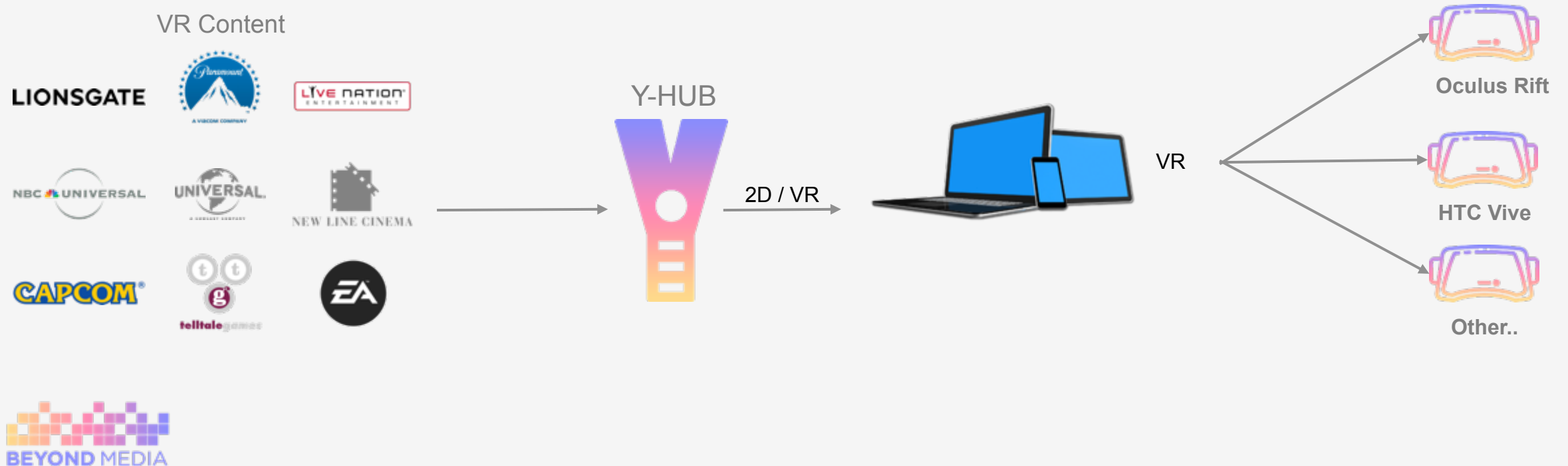
# Why Beyond Media?

The latest improvement to **2D delivery platform** is the added support for **Virtual Reality**. VR content creators invariably require the same standards for **content security** so as to create once to be consumed on all VR devices.

Our platform aggregates fragmented VR Content into a unified storefront experience across all VR channels, while meeting and exceeding industry standards on content security, distribution, discovery, payments, customer services, etc.

We deliver **superior compression** and visual quality to the majority of video system by using **cube projections** instead of sphere.

With Y-Hub, your consumer stays on the same platform **whether they are consuming 2D or VR content**, thus allowing cross-promotion.



# Premium Content – DRM Ready

Our platform and processes meet and exceeds the requirements that Labels and Film/Game Studios require.



Approved DRMs: Microsoft PlayReady, Google WideVine, CMLA OMA 2.0, Verimatrix, Vidity - the only studio Approved DRM for UHD/4K content



Streaming concurrencies



Output protection levels



Mezzanine handling security



Geographic filtering



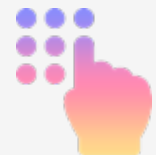
DECE UltraViolet



Domain based device  
rights management



Financial reporting  
& reconciliation



Software and Hardware  
security robustness rules





# Virtual Reality - The Immersive Experience





# Build a closer connection.

- Navigate naturally through a virtual environment and Menu system
- Work with our world leading designers to create a store that is compatible with multi environments
- Select Partners who will allow us to deliver unique experiences
- Full Store Take overs for branded launches
- Get access to a full fledged media store (movies, games, books, music).

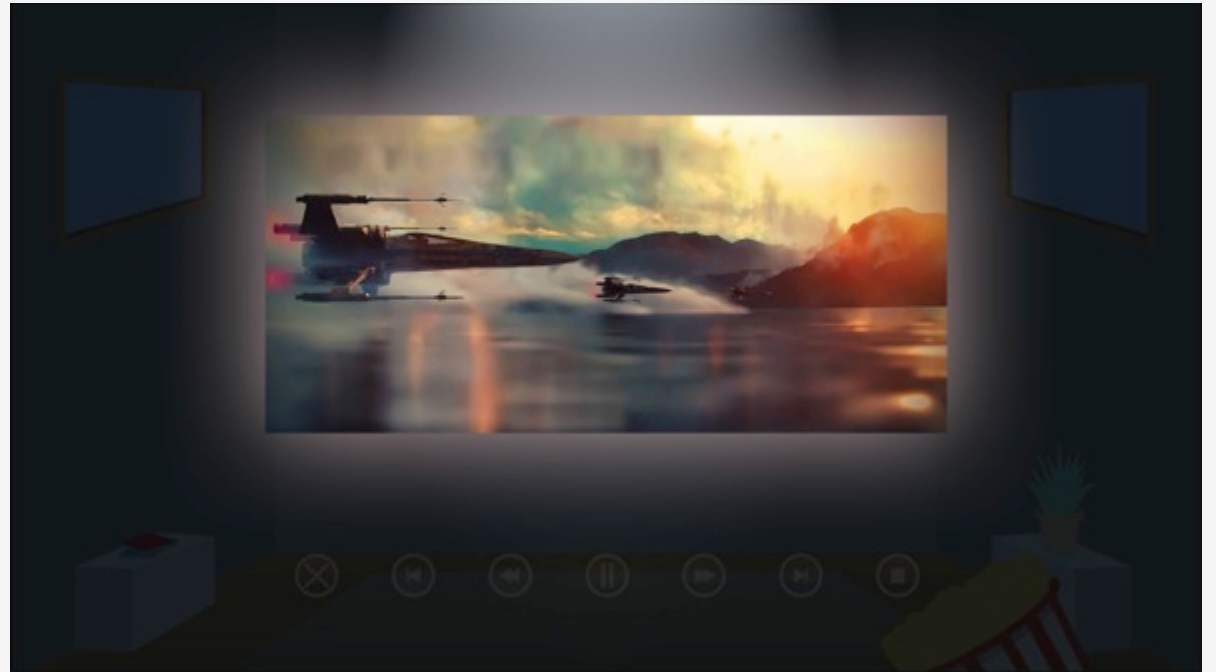
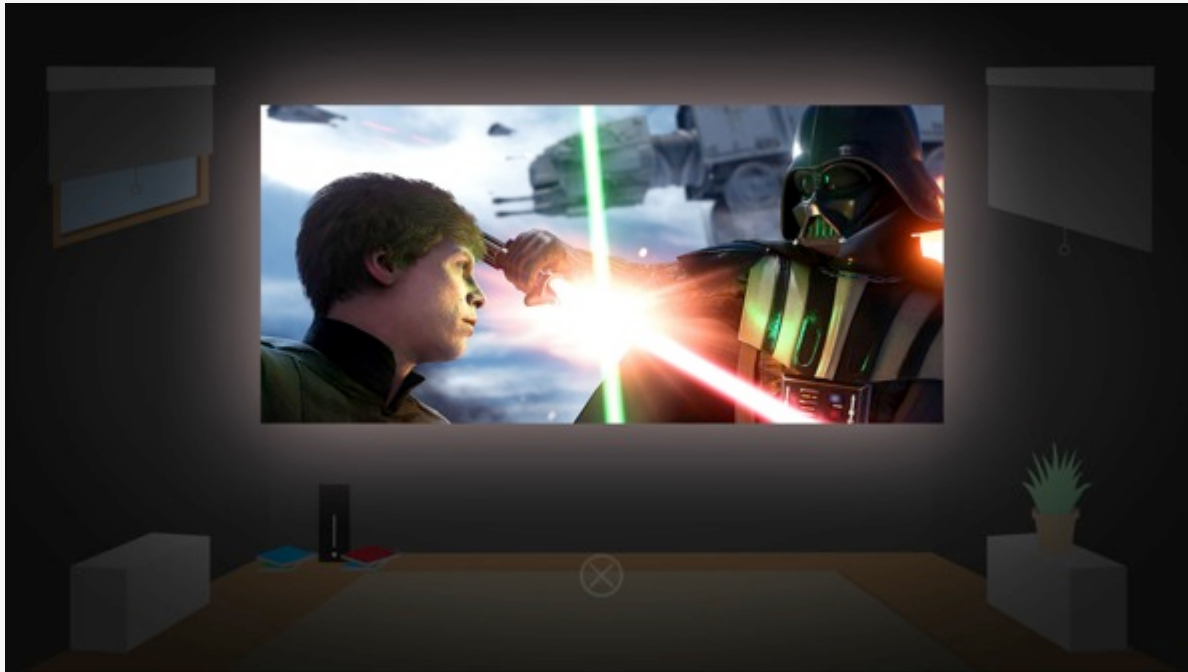




# Mainstream VR – Entertainment

- Selectively enabling hardware appropriate entertainment content on mainstream hardware drawing further customer acquisition strategies.
- Introducing entertainment through VR in mainstream devices/hardware sets the stage for future upgrades for better content.
- Includes video (free i.e. YouTube), and select casual 3<sup>rd</sup> person games like puzzle and sports.

Your virtual living room



# Other Experiences

## Shopping



- Businesses spend millions on research for store physical product placement. This enables various deals with stores. This went away at the advent of e-commerce. VR can bring it back, and our clients can be at the center of it.
- Kinect like sensors can make accurate user avatars to enable trying on clothes etc.
- Let users browse, select and inspect products the natural way

## Education



- It's proven that our brains understand and retain more when "learning by experience". VR is in a unique position to enable this.
- Imagine learning about the Great Wall, Pyramids, Grand Canyon by virtually being there with your teacher.

# Other Experiences

## Healthcare

With all the 3D recording tools in healthcare – VR is a prime enabler in the industry for better diagnosis, doctor-patient discussions, medical professionals collaboration and even treatment.

## Education/Charity

Involving clients with Higher Education to provide tools for institutions and content around the world that makes VR an integral part of learning

## Travel/RLE relived

From sports to destinations we can put people in the middle of an event or city. Allowing Real Life Experiences to a whole new level.





Contact Beyond Media  
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