



## PRESS RELEASE

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### **AdAir Announces New Innovations In Proprietary VP-360 (Virtual Presence) Technology at Collision 2017**

*AdAir Adds Ease of Interaction with Virtual Technology from any mobile platform with VP-360. A New World of Experiences for audiences and access to an expanded customer base for Live Event Producers.*

**New Orleans, LA** – **AdAir** announced at Collision in New Orleans this week the new enhanced version of their user controlled Live Event virtual experience. The World Record holding technology company demonstrated their new innovative and proprietary Virtual Presence technology - **VP-360**, which is revolutionizing the live 3D and 2D streaming experience. This

**AdAir** innovation is a First of its kind to allow an immersive, viewer controlled interactive experience during live and recorded events.

"In VP- 360 we have created a technology that solves the monetizing challenge for live and recorded event producers, advertisers and sponsors who want to incorporate a Virtual content experience world wide", said Bob Fitzgerald, President and CEO of AdAir "Our new Technology developments not only make Virtual Presence at live events affordable for event producers and their customers, it furthers our commitment to growing AdAir as a powerful force of innovation that is building the customer-centric platforms and solutions that current interactive technology and the future will require."

***"This is the best customer controlled VR experience that I have ever seen. Its amazing! So easy to watch and so much to see that I never noticed before!" MasterCard***

**AdAir**, who's clients include MGM, Insomniac and Academy of Country Music, is innovating with event diversity in mind. "The opportunity to adapt VR innovation to different types of performances and audience interests is exciting, said AdAir, Vice President, Angela Costello. "Great things can happen when innovation, patron desire and our customers need for growth and demographic expansion collide."

**AdAir**, with offices in Las Vegas and Virginia, initially launched as a commercial division of The BOSH Group in 2014. They are now a team of Award-winning creative innovators with more than 25 years of Broadcast, Aerospace, Special Event and Military Industry experience. Their combined knowledge and proprietary technologies from several unique industries provide amazing, cost-effective innovation and solutions to live event producers and entertainment industry. Our customers rely on us to deliver ground breaking affordable innovation with amazing results.

For more information, visit [www.Ad-Air.com](http://www.Ad-Air.com) or contact:  
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