



UNIT9 announces launch of new VR division to deliver immersive storytelling for brands.

Viral Factory alumni Henry Cowling to lead the new division as Creative Director

LONDON – 8 September 2014. Having harnessed Virtual Reality to plunge users into the thick of a scrum with the [England Rugby team for O2](#)—and to suspend them in an infinite liquid universe for [5Gum](#)—renowned production company UNIT9 is launching a dedicated virtual reality division to bring their uniquely engaging creativity to brands everywhere

Henry Cowling, former creative director with legendary agency The Viral Factory, will lead the new division. “Consumer VR is a disruptive force in advertising and it’s here to stay” says Cowling. “Our mission at UNIT9 VR is to pioneer technological and creative innovation, driving VR to fulfill its potential.”

“We typically think of content as something we watch or interact with, but VR empowers brands to give their users wholly immersive, visceral experiences” Cowling continues. “All those videos you see online of people falling out of their chairs—they’re real—the medium literally makes you fall out of your chair!”

UNIT9 is at the vanguard of production companies bringing virtual reality content and tools to the advertising industry. “If—as an industry—we unlock the potential of VR,” says Cowling. “Then we will swiftly see it become as important as the TVC.”

“Virtual reality is love for brains,” says Gilles Boisselet, CSO at UNIT9. “UNIT9 cross expertise in gaming, film, digital, and tech gives us a unique position to create for this new form of entertainment.”

“Oculus Rift is instrumental in the rebirth of virtual reality as a viable medium for content creation,” explains Cowling. “However, UNIT9 recognizes virtual reality is a market rich in technology but poor in creative content. That’s exciting for us, because it means we’re the first.”

“The device is there but the ability to produce content—and the process to make content—still needs to be created,” continues Boisselet. “UNIT9’s virtual reality studio will pioneer creative content and creative tools, both in hardware and software. At the moment we’re making branded installations. It’s great for users because the device is not yet mass market - it’s also great for brands to gain experience engaging audiences before that happens.”

While virtual reality may seem like futuristic technology, it’s a modern-day production for UNIT9.

“Virtual reality content isn’t theoretical, it’s here,” explains Cowling. “In this very moment there are so

many things to be tried, it's exciting to be present at the dawn of the consumer dimension for this medium. The VR studio we are creating will be a tool for clients, it will be a place where they can experience the virtual reality content that we can bring to their audiences.”

UNIT9 VR will open with a pop-up VR showcase starting Thursday 11 September in Lambeth, inviting industry professionals to experience the Oculus Rift and other virtual technologies every Thursday and Friday by appointment. Go to <http://vrbookings.unit9.com> to book your place.

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About UNIT9

Founded in 1996, UNIT9 specializes in creating stories that unfold across multiple platforms. We are storytellers, first and foremost, and our primary goal is always to generate emotion. But as natives of the new media landscape, we also understand that our audience's viewing is not confined to a single platform or device – or indeed to a single moment in time. So the stories we create mimic the behaviour of our audience, tracing a route that weaves through broadcast, web, and social networks, across every variety of screen.

We have offices in London, New York, San Francisco, Łódź, Stockholm, Mumbai and Firenze.

<http://www.unit9.com/>

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