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# Cityneon wins international award for VR experience

## Immersive Machu Picchu and the Spirit of the Condor VR film wins top accolade

News



Words: Adam Whittaker  
13 hours ago

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Cityneon Holdings, a **global experience entertainment company**, is celebrating winning a prestigious award for its VR work exploring the heritage of the iconic South American monument.

The Advanced Imaging Society, the creator of the Lumiere Awards, was founded by professionals from major Hollywood studios and tech companies in 2009. Its aim is to advance the creative art and technology sectors.



With this year's theme of "Larger Than Life", the Society honoured twenty-one projects which each displayed an "outstanding international achievement in the creation of immersive storytelling using advanced visual technologies".

### Bringing history to life

Cityneon's VR experience **Machu Picchu and the Spirit of the Condor** was awarded the accolade of "Best Use of VR". The adventure features what Cityneon describes as the first-ever virtual showcase of Machu Picchu, a UNESCO World Heritage Site.

The fully-immersive media is enhanced with patented VR motion chairs, equipped with premium multi-sensory features including high-res six degrees of freedom (6-DOF) VR headsets and backseat haptic feedback. Further enhanced by scent dispensers and unlimited 360-degree rotation, this VR experience forms just one component of Cityneon's original artefact IP experience, Machu Picchu and the Golden Empires of Peru.



Just last October, Cityneon held the world premiere of its first artefact IP experience, debuting Machu Picchu and the Golden Empires of Peru at the Boca Raton Museum of Art in Florida. The exhibition will soon be travelling to Palais de Chaillot in Paris on 16 April 2022.

Group CEO and executive chairman, **Ron Tan**, says: "We are ecstatic to receive this prestigious award.

"This award not only recognises the wonderful potential of virtual reality in capturing the world around us, but it is also a testament to Cityneon's expertise in innovative technologies that empowers the Group to bring immersive entertainment to a whole new level."

Other accolade winners included the Korean Netflix series Squid Game, Disney's animated musical hit Encanto, Disney+ series WandaVision, and Sony/Marvel's box office success Spider-Man: No Way Home

### Upcoming premieres

Cityneon has established successful partnerships with global brands and license owners such as **Hasbro**, Universal and The Walt Disney Company, with further experiences set to debut in the coming years.

Making its debut in Tokyo, Japan, the new Marvel Avengers S.T.A.T.I.O.N. experience will also be debuting this year at the Mori Arts Center Gallery in April, followed by the Kyoto City KYOCERA Museum of Art in June.

Cityneon has also recently announced two all-new global touring themed art experiences inspired by DC Comics and the Wizarding World of Harry Potter, scheduled to launch in 2023 through a **new partnership** with Warner Bros. Themed Entertainment.

Cityneon Holdings recently entered into an agreement for a **new research and development facility** for its fully-owned subsidiary company Animax, with the Wuxi Jingkai Government.

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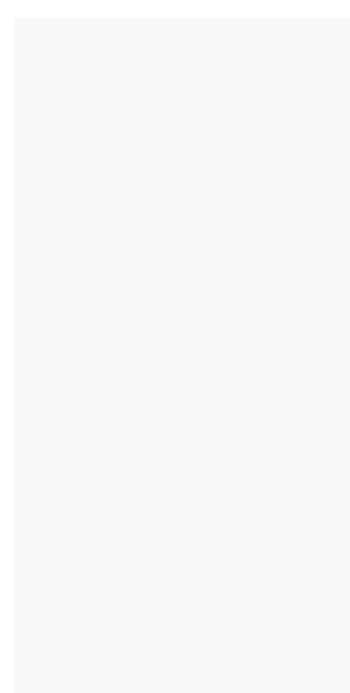
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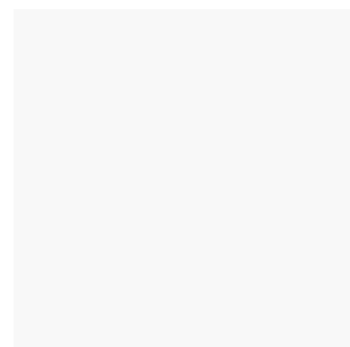


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