



DIGITAL DOMAIN

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MISS UNIVERSE FANS TO EXPERIENCE EXCLUSIVE BEHIND-THE-SCENES VIRTUAL REALITY CONTENT FOR THE FIRST TIME EVER LEADING UP TO THE ANNUAL COMPETITION

Digital Domain becomes the official VR partner of MISS UNIVERSE®, MISS USA®, and MISS TEEN USA® and will showcase leading visual effects and immersive reality on Miss Universe platforms

LOS ANGELES – November 8, 2017 – The Miss Universe Organization announced that Digital Domain, a leading global interactive content studio, will produce and distribute behind-the-scenes virtual reality content leading up to the 66th annual MISS UNIVERSE® competition. For the first time ever, fans will be able to take a front row seat and experience VOD immersive content including backstage interviews and other activities with nearly 100 contestants from around the world.

“The Miss Universe Organization’s global fan base is passionate about following the journeys of our contestants, on the stage and off,” said Paula M. Shugart, President of The Miss Universe Organization. “Incorporating Digital Domain’s virtual reality innovations and digital artistry into MUO’s digital platforms during our production’s events will create new ways to engage with our fans and provide the content they wish to see.”

Additionally, fans will be able to experience the National Costume Show, a Miss Universe tradition where all contestants display an authentic costume of choice that best represents the culture of their home countries, in virtual reality. Digital Domain has a legacy of award-winning visual effects expertise that leads innovations in virtual, mixed, augmented realities and technology bringing premium content experiences to the consumer.

“A partnership between two global leading organizations will raise the bar of premium interactive content for top lifestyle brands, elevating what’s possible for entertainment fans everywhere,” said Alireza Saifi, VP of Global Business Development, Digital Domain. “Interactive experiences create an environment for brands and celebrities alike to engage with their fans at transcendent levels.”

“Digital Domain is a champion in the lifestyle content space and creating content for properties such as The Miss Universe Organization further cements the studio’s vision,” said Daniel Seah, Global CEO, Digital Domain. “Digital Domain is a leader in transportive experiences by combining the creative artistry of visual effects with the technical prowess of immersive reality content.”

In addition to leading the industry in immersive and interactive content, Digital Domain offers a content management system and toolset, allowing for effective ideation, creation, production, management and distribution of all interactive VR content.

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About Digital Domain:

Digital Domain creates transportive experiences that entertain, inform and inspire. The company is a pioneer in many fields, including visual effects, livestreaming landmark events in 360° virtual reality, building situational awareness applications, creating “virtual humans” for use in films and live events, and developing interactive content. A creative force in visual effects and media applications, Digital Domain and its predecessor entities have brought artistry and technology to hundreds of motion pictures, commercials, video games, music videos and virtual reality experiences. Its groundbreaking visual effects appear in films such as “Titanic,” “The Curious Case of Benjamin Button” and recent blockbusters “Spider-Man: Homecoming” and “Beauty and the Beast.” Staff artists have won more than 100 major awards, including Academy Awards®, Clios, BAFTA awards and Cannes Lions. Digital Domain has locations in Los Angeles, New York, Portland, Vancouver, London, Shanghai, Beijing, Hong Kong, Taipei and Hyderabad. Digital Domain Holdings Limited (www.ddhl.com) is listed on the Hong Kong Stock Exchange (stock code 547). For more information, visit www.digitaldomain.com.

About The Miss Universe Organization

The Miss Universe Organization (MUO) is a global community that empowers women to realize their goals through experiences that build self-confidence and create opportunities for success. MUO believes that every woman should be “Confidently Beautiful.” MISS UNIVERSE®, MISS USA®, and MISS TEEN USA® programs provide the 10,000 women who participate annually an international platform to affect positive change through influential humanitarian and professional efforts. The contestants and titleholders are leaders and role models in their communities, develop personal and professional goals, and inspire others to do the same. To learn more, visit www.missuniverse.com.