

PRESS RELEASE:

Tectus Group Company

Virtually Live appoints Markus Tellenbach as Chief Executive Officer

London, Zurich, May 31, 2017:



Virtually Live, the leading immersive Virtual Reality (VR) platform for live events today announced the appointment of Markus Tellenbach as its new Group CEO.

Virtually Live has gained a market leader position in providing immersive VR experiences to fans of live sports and live music enabling them to participate in such live events as if they would be attending in person.

The appointment of Markus Tellenbach as the new Group CEO reflects the dynamic growth the company experienced over the last years and strengthens its successful management team. Under the leadership of Markus Tellenbach Virtually Live will implement a strategic plan expanding its global operation with services and products targeting sports and entertainment markets.

Markus Tellenbach has over 20 years of successful track record as CEO in leading international public and private media companies. As a veteran in European Commercial Television Mr. Tellenbach has been recognized for his entrepreneurial leadership in creating and launching new television stations across Europe such as Eurosport, VOX, Veronica, TVN 24bis as well as numerous radio and internet services. Mr. Tellenbach is a dynamic, result and shareholder value oriented leader with a proven track record in delivering top and bottom line growth while pursuing diversification into new markets and leveraging operational efficiencies. Mr. Tellenbach has continuously delivered outstanding shareholder returns whilst focusing on medium term development strategies. Previous to his appointment, he served as CEO of TVN S.A. Poland's leading multi-channel broadcaster. He restructured TVN's pay-tv operation and initiated market consolidation with a successful merger with CANAL+. Under his leadership TVN successfully implemented its own OTT service and established a pioneering airtime representation business resulting in a 50% TV ad market share.

The appointment of Markus Tellenbach as Group CEO strengthens the Virtually Live organization and affirms the company's focus on growth of its business while maintaining its leadership position on cutting edge VR experiences.

Virtually Live's Executive Chairman Bruno Valsangiacomo said: "We're excited to have Markus Tellenbach joining the Tectus Group and becoming CEO of Virtually Live Group, having known and worked with him over the past 10 years, I have full confidence that his deep media know how will benefit Virtually Live's rapid expansion in the VR universe. His global expertise as a media operator will accelerate Virtually Live's growth into the leading live-VR provider of fully immersive live experiences in unparalleled quality."

Virtually Live's CEO Markus Tellenbach says, "I am excited to join the Virtually Live management team and lead the implementation of its strategic plan whilst developing its products and services. Virtually Live benefits from its major shareholder the Tectus Group providing access to visionary technology in the field of Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI). Virtually Live today is the clear leader in rendering live sports in order to provide fans with a fully immersive true VR experience."

About Virtually Live:

Virtually Live's mission is to connect fans around the world through virtual reality, building a new media platform to experience live events in a way that's more immersive, personalized and social than ever before. Virtually Live's unique patented new media technology in CGI (Computer Generated Images) creates true VR experiences by tracking physical live events and transposing the action into a fully rendered virtual environment, delivered live to fans via VR headsets and second screen PCs as well as mobile devices. A combination of unique cloud computing technology and algorithms proprietary to Virtually Live allow for a live true VR stream at least as fast as a traditional broadcast feed. Unlike a 360-video feed, Virtually Live is ready to embrace new upcoming viewing devices and technologies be it in Augmented Reality (AR), Mixed Reality (MR) and Virtual Reality (VR). Virtually Live is available today on HTC Vive (through Steam VR and Viveport) and Oculus Rift, and on PC.



About Tectus Group:

Tectus Group is a family-owned multi-national business with headquarters in Zurich, Switzerland. The company has diverse investments and operations across six market segments. Tectus is drawn from a Latin word meaning ‘sheltered’ and, accordingly, Tectus provides a haven for the businesses in its portfolio - allowing them to develop and flourish with their own unique identities and brands. At first glance, the organizations that form the Tectus Group and associated company portfolio appear to be a diverse assortment of independent businesses operating across multiple industries and geographies. However, they share common threads – like strands of DNA – which intertwine and unite them in a spirit of enterprise, innovation and ethical practice.

While the earliest companies within the Group can trace their heritage of success over 70 years, Tectus actively invests in innovation both within established businesses and in supporting new companies and initiatives. Since then, organizations within the Tectus portfolio have evolved and emerged to serve the needs of our evolving economic and social fabric. This complex socio-economic tapestry is mirrored by the diversity of the businesses - ranging from highly specialized construction technology and engineering units to digital health initiatives and lifestyle brands, some trading nationally and some internationally. No matter what their specialist area or territories covered, all of the organizations share the goals of being best-in-class and setting new benchmarks.

Websites

www.tectusgroup.com

www.virtuallylive.com

[virtuallylive - blog](#)

www.bbrnetwork.com

www.proceq.com

www.neuropro.ch

www.tectusdreamlab.com

[screening eagle - video](#)

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