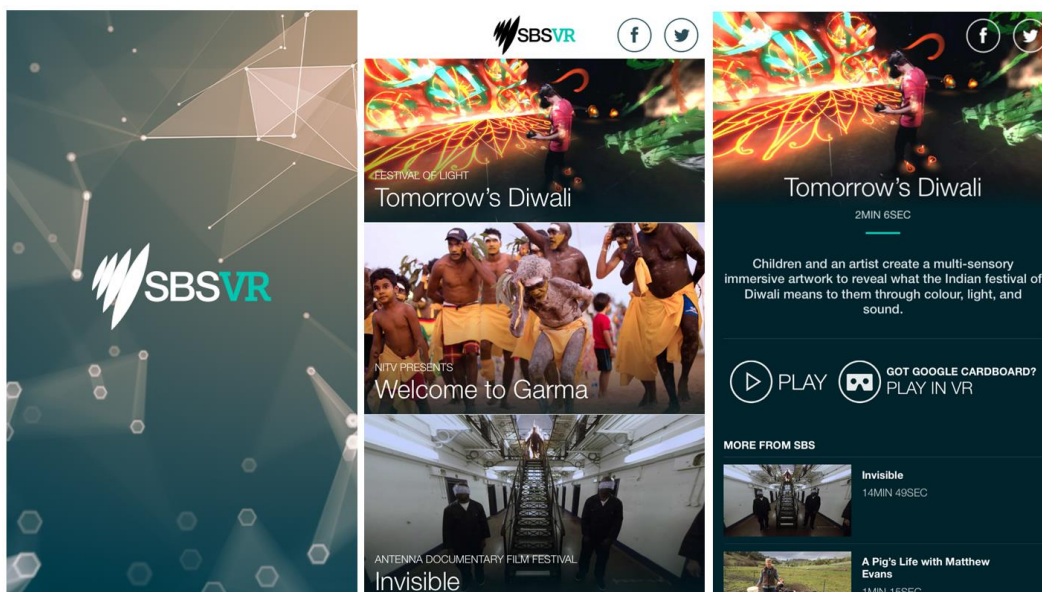


Tuesday 11 October, 2016



SBS revamps virtual reality app and launches three new immersive experiences



SBS today unveils its updated virtual reality (VR) app, [SBS VR](#), extending its commitment to tell distinctive Australian stories in new and innovative ways.

With upgrades to user experience, including smoother playback and more intuitive navigation, the app continues to explore the world through a 360° lens – connecting audiences through immersive experiences and giving insights into unique stories.

Launching alongside the revamp are three new VR projects – ***Welcome to Garma with Ernie Dingo***, which builds on NITV's coverage, presents a rare insight into the remarkable Indigenous Garma Festival in Arnhem Land; ***A Pig's Life with Matthew Evans***, a VR exploration of the life of a pig in Australia's meat trade; and ***Tomorrow's Diwali***, a real-time art animation driven by SBS Radio celebrating the significance of Diwali to Australia.

In a special partnership with the Antenna Documentary Film Festival, audiences can also access international VR film ***Invisible***, a journey into the UK's immigration detention system.

John-Paul Marin, Manager, SBS Digital Creative Labs, said: "VR and 360° storytelling provides new opportunities to engage with audiences, immersing them in virtual worlds that drive an emotional connection through shared experience.



“Embracing this digital innovation, *SBS VR* transports viewers to the very heart of unique stories, encouraging a deeper understanding of our diverse world.”

The SBS VR app is developed by SBS’s Digital Creative Labs team.

The new-look [SBS VR app](#) is free to download and is available for [Apple iOS](#) and [Google Android](#) devices from Tuesday, 11 October.

Welcome to Garma with Ernie Dingo

The Garma Festival is a four-day festival committed to improving the state of Indigenous disadvantage and attracts an exclusive gathering of 2,500 political and business leaders from across the globe. SBS VR, working with NITV, has captured a 360° video featuring some of the traditional dances and other cultural events throughout the festival.

A Pig’s Life with Matthew Evans

Host of upcoming three-part SBS documentary *For The Love of Meat* Matthew Evans takes viewers on a virtual reality journey to experience life as a pig in Australia’s meat trade.

Tomorrow’s Diwali

Exploring what Indian festivals represent to the diverse Indian-Australian community, Tomorrow’s Diwali combines real-time art with emotive narrative from a range of community voices. Using VR’s painting tool Google Tilt Brush, visual artist Keroshin Govender takes audiences on an immersive journey, creating visual representations that reflect stories from Australia’s diverse Indian community for all Australians to embrace.

Invisible

Concealed behind 20ft prison walls, on the hem of cities, thousands of people are being held with no time limit. In this psychological pressure cooker people are desperately trying to prove why they should be allowed to stay in the UK. The film hears the voices of those with first-hand experience of being detained as they lift the veil on the realities of the UK detention system.