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## Press Release

**FOR IMMEDIATE RELEASE**

**Media Advisory**

### **Immersive Media enables live 360° interactive experience for the 52<sup>nd</sup> Annual Grammy Awards show**

***Exclusive interactive video gives online viewers the best view on the Red Carpet***

**Calgary, AB – January 31, 2010** – Immersive Media Corp. ([www.immersivemedia.com](http://www.immersivemedia.com)), the world leader in immersive, interactive 360° video experiences, today announced their imLIVE™ streaming video technology will be used to deliver live coverage of the Red Carpet entrance at the 52<sup>nd</sup> Annual Grammy Awards show on Sunday, January 31<sup>st</sup>. The exclusive coverage is presented by [People.com](http://People.com), giving viewers a completely unique, virtual ‘you are there’ experience of the antics and lifestyle of music superstars attending the event.

Each online viewer becomes their own director, independently controlling his or her viewpoint with just a click of the computer mouse. Viewers can look left or right, up or down, or sideways at any time, independent of other viewers.

Highlights of this exclusive video coverage will be available to online viewers the day after the awards show, starting on Monday, February 1<sup>st</sup>. Viewers will then have the extra opportunity to explore the event at leisure, pausing and stopping the video at any time to linger on each frame, all the while controlling their viewpoint throughout the video.

#### **About Immersive Media Corp.**

Immersive Media Corp. is the pioneer and leading provider of 360-degree, interactive video experiences. Its one-of-a-kind geodesic camera and full production services – including rental equipment, training, filming, post-production and distribution options – create high-resolution, immersive video for a variety of uses. From mapping and exploration to monitoring and surveillance to branding and entertainment, Immersive Media customers and agents produce the deepest, most engaging video experiences possible.

Immersive Media is a publicly traded company that is listed under the symbol "IMC" on the TSX Venture Exchange. For more information, please visit [www.immersivemedia.com](http://www.immersivemedia.com).

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