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Paramount Launches Its First Augmented Reality Experience Featuring Content from Transformers: The Last Knight

In Conjunction with the Release of *Transformers: The Last Knight* on 4K Ultra HD, Free Mobile App Lets Users Play as Popular BUMBLEBEE Character

App Created by Viacom NEXT using Apple® ARKit Technology

HOLLYWOOD, Calif.--(BUSINESS WIRE)-- Paramount Home Media Distribution today unveiled a free augmented reality experience for iOS app users, coinciding with the release of *Transformers: The Last Knight* on 4K Ultra HD. Created by Viacom's VR team Viacom NEXT using Apple ARKit technology, the app incorporates content from the latest film in the blockbuster series, *Transformers: The Last Knight*.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171121005261/en/>



Play as BUMBLEBEE in the new Transformers AR experience for Apple iOS.
(Graphic: Paramount Pictures/Viacom NEXT)
a ride."

The app overlays 3D graphics onto a user's surrounding physical space, designed as the virtual junkyard of protagonist Cade Yeager as seen in *Transformers: The Last Knight*. Players control the actions of BUMBLEBEE, directing his movement while hitting, blowing up and interacting with various objects, which can be added to expand the interactive environment.

"This augmented reality experience gives fans the chance to interact with the *Transformers* universe in a new and exciting way," said Howard Hsieh, Vice President, Worldwide Digital Business Development, Paramount Home Media Distribution. "The *Transformers* films appeal to a vast and diverse audience and we're excited to give fans the opportunity to get in the driver's seat and take BUMBLEBEE for

"With ARKit, we can seamlessly bridge virtual and physical worlds to create immersive experiences that bring storytelling to life," said Chaki Ng, Senior Vice President of Viacom NEXT. "We're thrilled to help break this new ground at Paramount with the iconic *Transformers* franchise."

The experience is free to download from the App Store until February 20, 2018. Users can also order *Transformers: The Last Knight* on 4K HDR through the app. The *Transformers* 5-movie Collection will also be available on 4K HDR for purchase exclusively on [iTunes](https://www.apple.com/itunes/) beginning November 21, 2017.

About Paramount Home Media Distribution

Paramount Home Media Distribution (PHMD) is part of Paramount Pictures Corporation (PPC), a major global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NASDAQ: VIAB, VIA), home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences and other entertainment content for audiences in more than 180 countries. The PHMD division oversees PPC's home entertainment and transactional digital distribution activities worldwide. The division is responsible for the sales, marketing and distribution of home entertainment content on behalf of Paramount Pictures, Paramount Animation, Paramount Television, Paramount Players, MTV, Nickelodeon, Comedy Central and CBS and applicable licensing and

servicing of certain DreamWorks Animation titles. PHMD additionally manages global licensing of studio content and transactional distribution across worldwide digital distribution platforms including online, mobile and portable devices and emerging technologies.

About Viacom NEXT

Viacom NEXT is working on the future of entertainment. We explore, prototype and develop novel projects with our brands (which include MTV, Nickelodeon, Comedy Central, Paramount Pictures and BET) and with external partners including startups, academics (e.g., MIT, CMU, and major NYC universities via the NYC Media Lab) as well as creators, artists, and musicians. With a focus on Virtual Reality, we are making room-scale interactive music experiences, narrative worlds, games, and exploring live-action capture techniques. Visit us online at <http://viacomnext.com>.

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