

# PRESS RELEASE

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## ProSiebenSat.1 invests in Fraunhofer start-up Holodeck VR

**Nuremberg/Munich: Holodeck VR, a start-up whose technology has its roots in the Fraunhofer Institute for Integrated Circuits IIS, has attracted a new investor in ProSiebenSat.1. The Munich-based media group is investing a single-digit million euro sum in return for an approximately 20 percent share in Holodeck VR.**

The start-up is active in the field of location-based virtual reality and uses technology that has its origins in Fraunhofer IIS. This is where the founders created the basis of their technology, which enables larger groups of people – wearing special headsets – to have VR experiences in specific locations.

In its Positioning & Networks division, Fraunhofer IIS develops wireless communications, positioning and identification technologies for connected digital applications in the production, logistics, security, mobility and sport/fitness markets. The division's technologies also form the basis of Holodeck VR. Virtual reality lets visitors experience theme parks, festivals or public spaces such as shopping centers from a completely new perspective.

Once the technology is installed in a large enough empty room, several thousand guests can take part in this kind of virtual reality experience per day and installation.

Thanks to the partnership with ProSiebenSat.1, the start-up will now benefit from additional sales opportunities and new sales channels for placing its technology in leisure and activity parks.

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The Fraunhofer-Gesellschaft is the leading organization for applied research in Europe. Its research activities are conducted by 72 institutes and research units at locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of more than 26,600, who work with an annual research budget totaling more than 2.6 billion euros.

The **Fraunhofer Institute for Integrated Circuits IIS** is one of the world's leading application-oriented research institutions for microelectronic and IT system solutions and services. It is the largest of all Fraunhofer Institutes. Research at Fraunhofer IIS revolves around two guiding topics: In the area of **"Audio and Media Technologies"**, the institute has been shaping the digitalization of media for more than 30 years now. Fraunhofer IIS was instrumental in the development of mp3 and AAC and played a significant role in the digitalization of the cinema. Current developments are opening up whole new sound worlds and are being used in virtual reality, automotive sound systems, mobile telephony, streaming and broadcasting.

In the context of **"cognitive sensor technologies"**, the institute researches technologies for sensor technology, data transmission technology, data analysis methods and the exploitation of data as part of data-driven services and their accompanying business models. This adds a cognitive component to the function of the conventional "smart" sensor.

Nearly 1050 employees conduct contract research for industry, the service sector and public authorities. Founded in 1985 in Erlangen, Fraunhofer IIS has now 15 locations in 11 cities: Erlangen (headquarters), Nuremberg, Fürth, Dresden, further in Bamberg, Waischenfeld, Coburg, Würzburg, Ilmenau, Deggendorf and Passau. The budget of 165 million euros is mainly financed by projects. 26 percent of the budget is subsidized by federal and state funds.

Detailed information on: [www.iis.fraunhofer.de/en](http://www.iis.fraunhofer.de/en)