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FOR IMMEDIATE RELEASE

Fargo-Based Virtual Reality Firm Launches Campaign to Create 360-Degree, Interactive North Dakota Experiences

Fargo, N.D. (July 20, 2017) – Fargo-based virtual reality firm Be More Colorful® wants the world to see North Dakota in all its 360-degree, fully interactive glory.

The company is inviting the state’s citizens, expatriates and other North Dakota enthusiasts to help select attractions, businesses, communities and destinations in the state to be shared through a series of at least 10 “virtual reality experiences.”

Be More Colorful is launching a [Kickstarter campaign](#) today to raise \$20,000 needed to create the experiences. Kickstarter is an online fundraising forum that helps creative people raise funds and support for their projects. An overview of the campaign, which will run through Aug. 10, 2017, is available at bemorecolorful.com/ND360. If it exceeds the \$20,000 goal, Be More Colorful will add additional sites.

“We’re North Dakota kids with a passion for our home state, and we want to share it with people around the world,” Be More Colorful Co-Founder and CEO Matt Chaussee said. “We’re excited about applying the latest technologies and our capabilities to showcasing North Dakota’s beauty, its destinations and its unique attractions in the most advanced, engaging ways possible.”

Be More Colorful already has created several virtual reality tours of North Dakota attractions, including the blockhouses at [Fort Lincoln](#), [Salem Sue](#) and the Painted

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Canyon Overlook in [Theodore Roosevelt National Park](#). They are available as part of the Kickstarter campaign overview.

Be More Colorful Co-Founder and President Katie Chaussee said the project is not intended to replace actual visits to the state's destinations.

"This is an excellent way to get more people talking about North Dakota and encourage them to come and experience it for themselves," she said. "Our goal is to turn North Dakota's amazing spaces into its greatest online assets."

Creation of a virtual reality experience begins with taking 20-100 photos. Be More Colorful stitches the images together to create a complete, 360-degree "photo sphere" of the site. Depending on the depth or extent of the experience desired, the company creates one or many spheres from different vantage points. The spheres go into development, where the company adds hotspots viewers can click to see the site from alternate locations and angles. The result is a unique adventure for every viewer.

Once Be More Colorful has created the interactive experiences for the campaign, they'll appear on the company's website as immersive WebVR content, on Google Street View and other social media platforms.

Matt Chaussee said the WebVR content will provide the real "Wow!" factor. "We'll be creating VR experiences with navigation paths and surprises that, frankly, are going to astonish people." He added that, based on prior experience, Google uploads of the project will result in more than a million annual views.

In return for donations, campaign supporters will receive a range of rewards. Every contributor will get first looks at the virtual reality experiences as they're completed.

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Anyone who backs the project at \$50 or more will receive a premium cardboard virtual reality headset.

Supporters who give at one of the top three levels will be able to name one of the 10 attractions, businesses, communities or destinations to be featured in fully interactive virtual reality experiences. They also will receive Be More Colorful's virtual reality content management services for a year. Through those services, the company helps clients find the right mix of hosting platforms and social media outlets for getting the most exposure and value from their virtual reality experiences.

Today's launch event, at the Front Street Taproom in downtown Fargo from 5 to 9 p.m., is free and open to the public. Must be at least 21 years old to enter.

About Be More Colorful

Be More Colorful, Fargo, N.D., provides Real-World Virtual Reality Solutions™, including premium 360-degree photography, virtual reality content management and virtual reality marketing services, for companies and organizations in a range of industries. Rather than "cookie cutter" or "one-size-fits-all" solutions, the company focuses on giving clients as much flexibility as possible with their 360-degree and virtual reality imagery and helps maximize its marketing effectiveness. More information: bemorecolorful.com, matt@bemorecolorful.com or 701-238-9167.



**Be More
Colorful**[®]
Real-World Virtual Reality Solutions™

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MEDIA ADVISORY

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WHAT:

North Dakota Virtual Reality Experience Kickstarter Campaign Launch

Be More Colorful[®], a Fargo-based virtual reality firm, will be launching a Kickstarter campaign to raise \$20,000 to create a series of 10 “virtual reality experiences” that feature North Dakota attractions, businesses, destinations and communities. Be More Colorful will share and promote the experiences on its website and through several social media platforms to showcase North Dakota and encourage people to visit the state.

The free, public event also will provide opportunities for people to see Be More Colorful virtual reality experiences and demonstrations, test cardboard virtual reality headsets with their smart phones, experience virtual reality training and simulations and play virtual reality games.

WHO:

Be More Colorful Co-Founders Katie and Matt Chaussee

WHERE:

Front Street Taproom
614 Main Avenue, Fargo, N.D.

WHEN:

Thursday, July 20, 2017, 5-9 p.m.

VISUALS:

- Be More Colorful co-founders
- People trying out virtual reality headsets
- Computers set up so people can experience virtual reality training and simulations
- A high-end gaming headset from Gravity Gaming
- 360-degree image artwork