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ASSET USE CASES



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**BRIMSTONE ANNOUNCEMENT**

JUNE 25, 2019



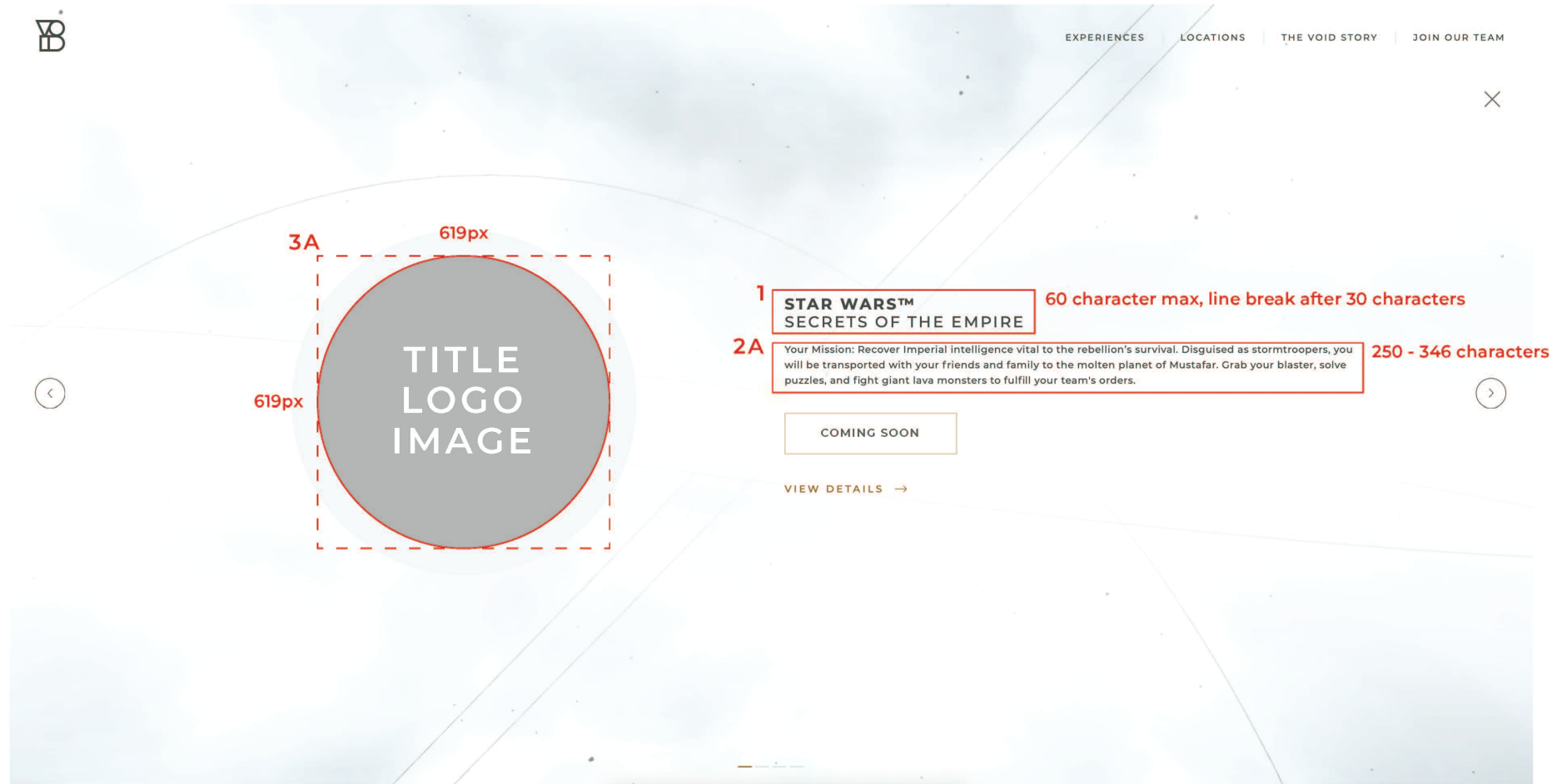
**BRIMSTONE ANNOUNCEMENT 6/25/19:**  
VOID WEBSITE, HOMEPAGE OMNIVERSE



Brimstone title added to VOID homepage Omniverse. Assets needed by 6/18/19 2pm pst. Go live 6/25/19 at 9am est.

**ASSET NEED:**

1. TITLE: 40 characters max, line break after 20 characters.



Brimstone Omniverse click-in. Assets needed by 6/18/19 2pm pst. Go live 6/25/19 at 9am est.

**ASSET NEED:**

- 1. TITLE: 30 characters max/line. Include any ™ if applicable.
- 2A. DESCRIPTION: 250 characters min - 346 characters max (with spaces).
- 3A. TITLE LOGO IMAGE: 619px x 619px with a circular mask.

NOTE: 'COMING SOON' placeholder button not operational. Will be operational on 7/9/19 for pre-sale go live.



DESKTOP

**EXPLORE ANOTHER DIMENSION**

Our portals will transport you to different dimensions. Booking for a group of 13 or more? Contact us

**VIEW ALL EXPERIENCES** 963px FILTER LOCATION

**3A**

**390px**

**1**

**2A**

**STAR WARS™ | SECRETS OF THE EMPIRE** 40 characters

Your Mission: Recover Imperial intelligence vital to the rebellion's survival. Disguised as stormtroopers, you will be transported with your friends and family to the molten planet of Mustafar. Grab your blaster, solve puzzles, and fight giant lava monsters to fulfill your team's orders. 250 - 346 characters

COMING SOON VIEW DETAILS →

MOBILE

12:20 thevoid.com

**335px**

**227px**

**TITLE LOGO IMAGE**

**STAR WARS™ SECRETS OF THE EMPIRE**

Your Mission: Recover Imperial intelligence vital to the rebellion's survival. Disguised as stormtroopers, you will be transported with your friends and family to the molten planet of Mustafar. Grab your blaster, solve puzzles, and fight giant lava monsters to fulfill your team's orders.

COMING SOON

VIEW DETAILS →

Brimstone Dimension on homepage. Assets needed by 6/18/19 2pm pst. Go live 6/25/19 at 9am est.

ASSET NEED (responsive images in use - same asset will be deployed across desktop and mobile):

1. TITLE: 40 characters max

2A. DESCRIPTION: 250 characters min - 346 characters max (with spaces).

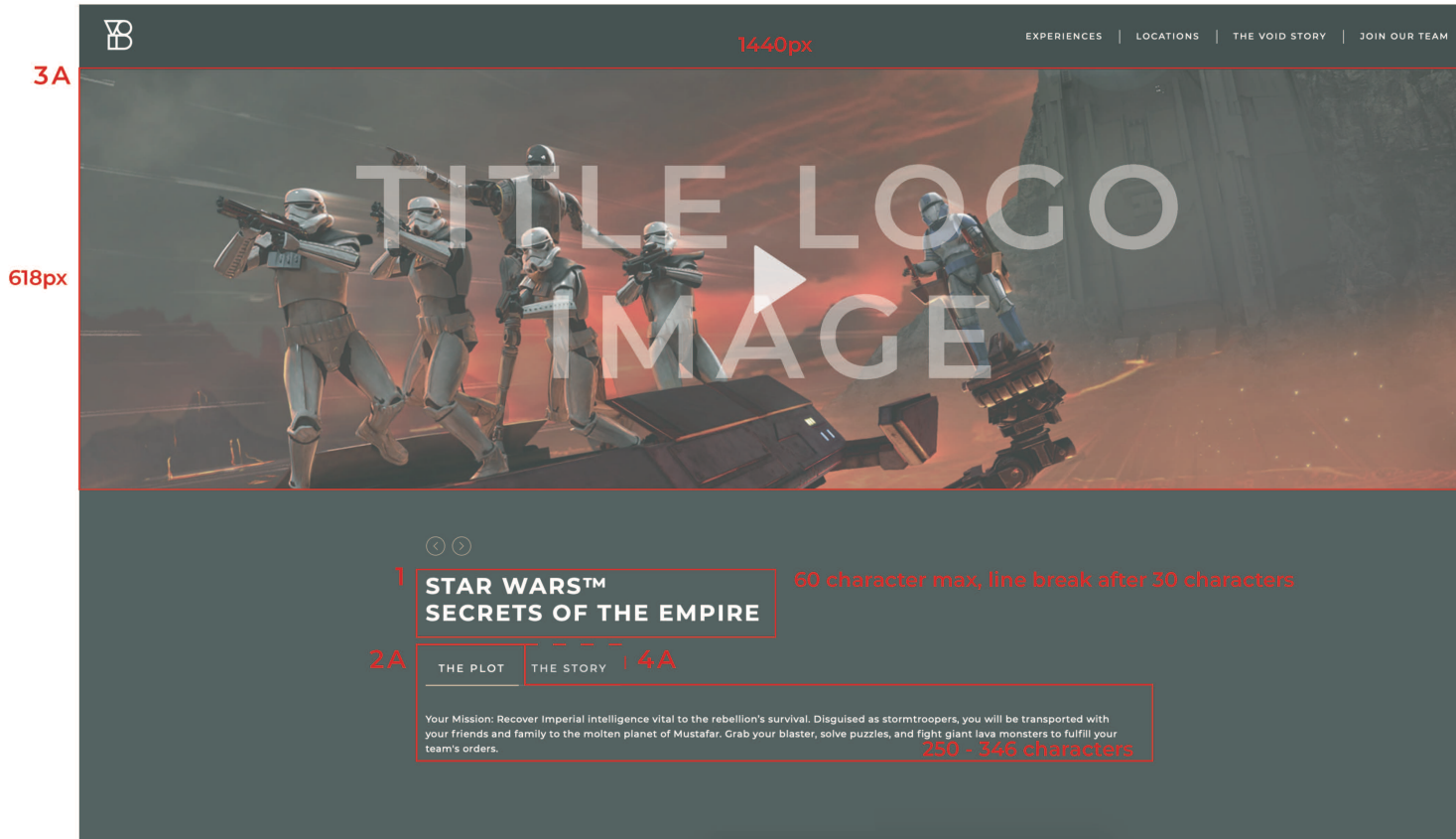
3A. TITLE LOGO IMAGE: Desktop 390px x 963px / Mobile 227px x 335px.

NOTE: 'COMING SOON' placeholder button not operational. Will be operational on 7/9/19 for pre-sale go live.

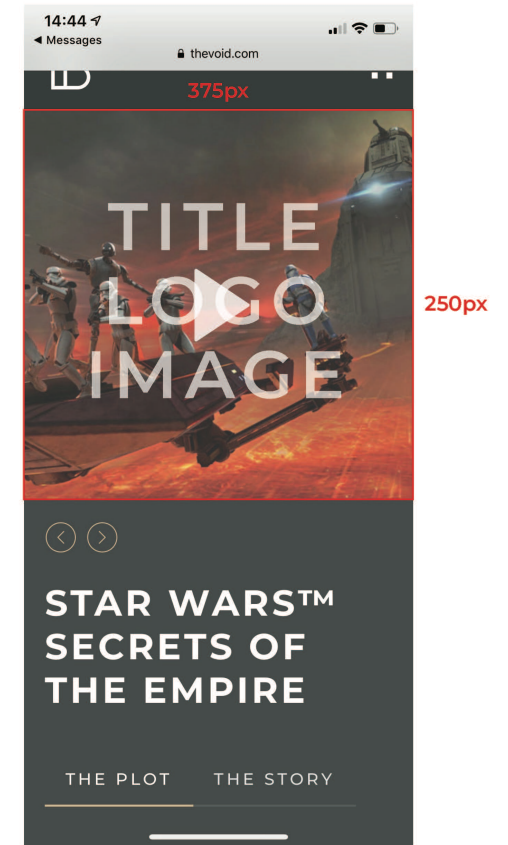


BRIMSTONE ANNOUNCEMENT 6/25/19:  
VOID WEBSITE, EXPERIENCES

DESKTOP



MOBILE



Brimstone Dimension in Experiences. **Assets needed by 6/18/19 2pm pst. Go live 6/25/19 at 9am est.**

ASSET NEED (responsive images in use - same asset will be deployed across desktop and mobile):

1. TITLE

2A. THE PLOT (short description): 250 characters min - 346 characters max (with spaces).

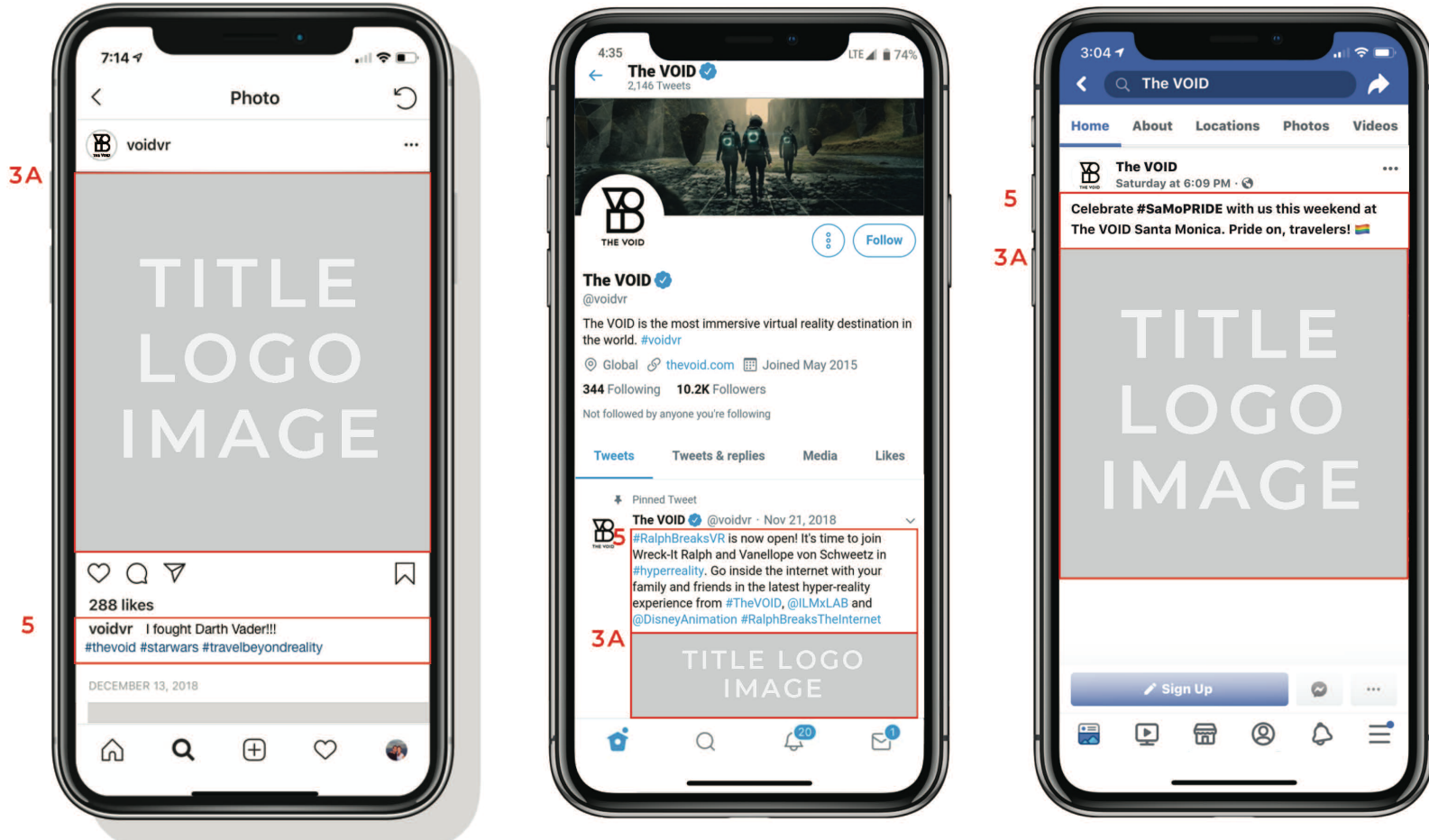
3A. TITLE LOGO IMAGE: Desktop 618px x 1440px / Mobile 250px x 375px.

4A. THE STORY (long description): 250 characters min - 950 characters max (with spaces). Optional for 6/25/19.





BRIMSTONE ANNOUNCEMENT 6/25/19:  
VOID SOCIAL



Brimstone Announcement social post. Image and copy to be syndicated across @voidvr Instagram, Twitter and Facebook.  
Assets needed by 6/18/19 2pm pst. Go live 6/25/19 at 9am est.

ASSET NEED:

- 3A. One (1) TITLE LOGO IMAGE (can leverage 619px x 619px square image from Omniverse click-in)
- 5. COPY, APPROVED HASHTAGS (The VOID will utilize #voidvr #stepbeyondreality), ACCOUNT TAGS (i.e. @ilmxlab, @marvelstudios)



# BRIMSTONE ANNOUNCEMENT 6/25/19: PRESS RELEASE TEMPLATE



**6 HEADLINE**

**7** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

**3A** 

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ABOUT THE VOID

**8** ABOUT ILMxLAB / CONTACT INFORMATION

**9** ABOUT MARVEL STUDIOS / CONTACT INFORMATION

PRESS@THEVOID.COM | THEVOID.COM | @VOIDVR

Press release template. Finalized by 6/19/19 2pm pst for embargoed news outreach.

## ASSET NEED:

**3A. TITLE LOGO IMAGE:** can leverage same title logo image from web desktop (390px x 963px).

**6. HEADLINE COPY**

**7. ANNOUNCEMENT COPY**

**8. ABOUT ILMxLAB COPY / CONTACT INFORMATION**

**9. ABOUT MARVEL STUDIOS / CONTACT INFORMATION**