



Ayzenberg Teams Up with WIREWAX to Deliver the First-Ever 360-Degree, Interactive Video Experience for EPIX's New Original Series, 'Berlin Station'

Pasadena, California - 28 July 2016 - [Ayzenberg](#) announces the launch of [BerlinStation.com](#), an innovative VR-like experience across desktop and mobile without being encumbered by headgear, for the new EPIX original series *Berlin Station*, set to premiere in October 2016.

EPIX was created in 2009 in anticipation of the digital revolution and emerging technology and is dedicated to creating innovative approaches to storytelling. With that in mind, they sought to find a unique and engaging way to promote their first venture into scripted series and commissioned Ayzenberg to build the first-ever 360-degree interactive website, in partnership with WIREWAX and Scopic, to give viewers an exciting way to engage with the show across all digital platforms.

"We decided to focus on a 360-degree experience over a headset-enabled VR experience because as we launch the show, we want to reach as broad an audience as possible without a barrier to entry," said Mark Greenberg, CEO, EPIX. "We want to engage fans with unique and cutting-edge storytelling and Ayzenberg established a great team to help us accomplish just that".

With the use of WIREWAX's connected video technology, Ayzenberg built a site fully supporting 360-degree playback on desktop and mobile, which includes the Apple® iPhone, without downloading an app. [BerlinStation.com](#) works in-browser with gyro-rotation allowing the viewer to navigate the experience by simply holding the phone. WIREWAX's unprecedented motion tracking technology is the critical solve for creating an interactive 360-degree video, enabling viewers to dive deeper into character profiles, background stories and plot lines of *Berlin Station* all from within one video experience.

"We are thrilled to have created the first-ever interactive 360-degree video for EPIX's Berlin Station with Ayzenberg. We are known for our unique motion tracking technology," says WIREWAX CEO, Steve Callanan. "We've brought this to 360-degree video and attached interactive tags to moving people and objects in a 3D environment. Its major technological breakthrough is bringing narrative, engagement and deeper exploration to this new and fast-growing tech."

Authenticity is paramount when engaging with any audiences so the Ayzenberg team flew to Berlin and met with Scopic, who captured the 360-degree footage. EPIX provided an all-access pass to film characters and sets from the series while working directly with show creators for an immersive experience true to the tone of *Berlin Station*, which is set in the East German CIA headquarters where the characters aim to discover the identity of a mole. As the season unfolds, new content on [BerlinStation.com](#) will be unlocked each week and serve as an extension to the series, filling in additional background information on characters, and playing alongside the show with its own mysteries.

"The best stories have many layers and seemingly endless possibilities. We aimed to deliver that with

BerlinStation.com and I'm confident that, through authentic storytelling and innovative technology, we've delivered," [Rebecca Markarian](#), SVP of Digital and Social Media for Ayzenberg.

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About Ayzenberg

One of the largest privately held creative firms on the West Coast, Ayzenberg is a full-service creative firm with a distinct frontline approach. Never shying away from the big ideas, the frontline methodology is borne of over 2 decades of marketing experience and insights, and as a result delivers award-winning content centered on creating authentic connections between brand and consumer. Ayzenberg has been lauded by its peers, most recently receiving Game Connection's Marketing Agency of the Year and a CLIO award for Halo's "HUNT the TRUTH" audio series.

Ayzenberg's current clientele includes JW Marriott, Mattel, Microsoft, Sega and Xbox. For more information, visit [ayzenberg.co](#).

About WIREWAX

WIREWAX is a connected video technology. It provides interactive video to 18,000 users across the planet, including more than 450 brands, broadcasters and agencies. It's connected because it uses award-winning artificial intelligence to automatically make people, products and scenes in video clickable and touchable. The technology is industry proven to drive 9x higher interaction than Google Rich Media benchmarks. For more information visit: [WIREWAX.com](#).

About EPIX

EPIX is a premium entertainment network delivering the latest movie releases and biggest classic film franchises, plus original programming including series, documentaries, comedy and music specials – all available on TV, on demand, online and across devices. Launched in October 2009, EPIX has pioneered the development and proliferation of "TV Everywhere." It was the first premium network to provide multi-platform access to its content online at [EPIX.com](#) and to launch on Xbox, PlayStation®, Android phones and tablets, and Roku® players. EPIX is also available across Chromecast, Apple® iPhones® and iPads®, Android TV and more and is the only premium service providing all its programming on all platforms, delivering more movies than any other premium network, with thousands of titles available for streaming.

EPIX is a joint venture between Viacom Inc., its Paramount Pictures unit, Lionsgate and Metro-Goldwyn-Mayer Studios Inc. (MGM). Through relationships with cable, satellite and telco partners, EPIX is available to over 50 million homes nationwide. For more information about [EPIX](#), go to the office site. Follow EPIX on [Twitter @EpixHD](#) and on [Facebook](#), [YouTube](#), [Instagram](#), [Google+](#), [Pinterest](#) and [Vine](#).