

360Heros Announces Rebrand, Unveils New Name and Company Direction

360Heros Inc, a company specializing in 360 video technology, has announced a rebrand. A new company name, 360RIZE, along with a new mission statement.

OLEAN, NEW YORK, USA, July 28, 2016 /EINPresswire.com/ -- 360Heros Inc., a company specializing in 360 video technology, has announced a rebrand. The rebrand introduces a new company name, 360RIZE, along with a new mission statement and direction.



According to 360Heros CEO Michael Kintner, the rebrand comes as a response to the company's growth, diversified product line and goals to support a broader range of partners and content creators in the 360 video and virtual reality markets.

“

360Heros is now entering the next phase of empowering 360 content creators through the manufacturing of patented products, education, tools (hardware & software) and media production.”

Michael Kintner

“360Heros is now entering the next phase of empowering content creators through our manufacturing of patented products, education, tools (hardware & software) and professional media production. In demonstration of this forward thinking approach, we are moving toward the adoption of a fresh logo, new company name and improvements in our business models.”

In regard to the name change, Kintner stated: “The name 360RIZE represents our goal to help producers rise up, elevate beyond their current market place and support their

projects regardless of scope. This falls in line with our original goal to inspire 360 video content creators, or 360 heroes as we've always called them, so they can meet the demand for high resolution, cinematic quality spherical content. Our support for the community comes in the form of new 360 video products utilizing a wide range of exciting 3rd party cameras, training, technical guidance and education.”

“Our mission statement has always been inspired by life with no boundaries, so it only seemed fitting to now have Life Without Edges as our new motto that is portrayed in our fully spherical 360 video and 360 photo solutions.”

Founded in 2012, 360Heros has distinguished itself as a leader in 360 video technology. One of the originating brands in the now popular 360 video and virtual reality markets, 360Heros [holds multiple patents for its 360 video technology](#) and continues to diversify and grow its product line. The

company's [360-Plug-n-Play™](#) technology utilizes pre-existing cameras to film high definition (12,000 x 6,000 pixels) 360 spherical video and photos for social media channels, mobile apps, virtual reality head mounted displays and dome projection.

The original product line focused on solutions utilizing GoPro® cameras. The company has since entered the professional market in announcing solutions for Blackmagic Design cameras at the 2016 NAB Show and plans to introduce a line of solutions using YI Technology 4K cameras. 360Heros boasts a product line featuring 20 different solutions for filming 2D and 3D spherical video content with 11,000 products sold worldwide to date. Formerly made from 3D printed nylon materials, these products now feature anodized aluminum cores and injection molded camera holders for filming spherical content on land, underwater and in the air. These solutions are also available with the company's Bullet360 technology, an automated camera control system for simultaneously operating multiple GoPro® or Blackmagic Design cameras.

The rebrand will officially be unveiled Friday, August 5th in Los Angeles at the Virtual Reality Los Angeles Expo and the official [360Heros Rebrand Launch Party](#). The party will take place Aug 5th at the Charleston Haus in downtown Los Angeles starting at 8 p.m. PST with event partners including G-Technology, AMD, Blend Media, Polk Audio and UploadVR.

- Company name: 360RIZE
- Tagline: Life Without Edges
- Office locations: Olean, New York, Santa Monica, California
- About 360RIZE:

360RIZE, formerly 360Heros, specializes in 360 video camera systems that capture professional quality spherical video content. 360RIZE also develops 360 video workflow solutions such as 360CamMan™, the world's first VR media management software. Through years of research and innovation, 360RIZE is empowering content creators to push the limits of this emerging technology and our ability to create immersive content.

Justin McLaughlin
360Heros Inc
(585) 376-0360
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.