



ALLIE CAMERA ENABLES FIRST EVER 360 VIDEO LIVESTREAM OF AMERICAN CENTURY CHAMPIONSHIP GOLF TOURNAMENT

Viewers will get unprecedented access to the action live, as it happens, in true 360-degree views streamed on YouTube

Stateline, NV – July 21, 2016 – For those who can't make it to the American Century Championship Celebrity Golf Tournament this year, they can now experience the star-studded event as well as behind-the-scenes action live in 360 video thanks to the [ALLie Camera](#) on July 22-24.

NBC Golf has teamed up with the only always-on 360 camera, ALLie, to help viewers enjoy the event as if they were actually in Lake Tahoe, taking in the beautiful sights and sounds of the legendary Edgewood Tahoe Golf Course. ALLie Cameras will be positioned at the 17th hole and driving range to transport viewers right to the event in real time on The American Century Championship's YouTube channel. Viewers can even tune in with their VR headsets to take the game to the next level, and get a fully immersive sports experience.

"This partnership with The American Century Championship Golf Tournament is bringing golf fans closer than ever to the action, by giving them the clearest, most reliable view of this beautiful course and an up-close look at the celebrity competitors through the ALLie Camera," said Dmitry Kozko, CEO of ALLie Camera. "This is just the beginning of the sports partnerships we'd like to pursue, as there are plenty of fans that want the most complete view possible when they're enjoying a game or tournament from home."

The ALLie Camera is the world's first 360 everyday use video camera with 24/7 viewing, recording, live streaming, still-capturing, social sharing and VR viewing capabilities – allowing users to see it all, all the time. Because the view angle can be controlled by each viewer to see the entire area, users can simply set it up in the room and not worry about camera angles or blind spots for their audience. It doesn't require batteries and can be mounted on walls and ceilings or stand on most surfaces. Unlike any other 360 video cameras, ALLie is the only camera that gives users the ability to record video all the time, making it the perfect solution for capturing games, practices, tournaments and behind-the-scenes access in clear 4K resolution, and getting a fully immersive experience through a VR headset. It also

boasts a true 360 x 360 view, and is more affordable than most 360 video solutions on the market, making it available to a wider range of users both in a professional and consumer setting.

For more information on the event, visit www.AmericanCenturyChampionship.com. For more information on ALLie Camera, and to order, visit www.Allie.Camera. The ALLie app is available on iOS via the [Apple App Store](#) and on [Google Play](#) for Android devices. You can also follow ALLie on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

###

About ALLie:

ALLie is a leading immersive experience and 360 video technology company. The company makes the 360-degree ALLie Camera and accompanying mobile apps and VR headset that allows consumers to see it ALL and be there when they're not – in real-time or recorded. ALLie's everyday use products are patented and aim to provide users peace-of-mind around life events as well as baby, pet, elderly or home care, while ensuring they never miss any of life's most precious moments. The company is a subsidiary of IC Real Tech and based in Miami, FL. For more information go to www.allie.camera

Press Contact:

April Mayrath
Tel. 210-323-7018
allie@carvecom.com