



SmartTheater®

Press Release

FOR IMMEDIATE RELEASE

Smart Theater Revolutionizes VR Headsets with Groundbreaking Fashion Fabrics, Finishes and New Materials

LOS ANGELES, CA., January 3, 2018 –

Smart Theater, LLC (<http://www.smarttheatervr.com>) has created an unparalleled line of virtual reality headsets using the hottest fabric trends from the world of men's and women's fashion. Super lightweight, breathable headsets in plaids, paisleys, polkadots, animal skin patterns, stripes and herringbones will create the next 'must have' smartphone accessory for the new year.

Founder, President & COO, Chuck Seltzer believes their customers want something besides the ubiquitous clunky black plastic headsets currently available from others. "We successfully tested different colors in plastic this past year at Toys"R"Us, Walmart, QVC and Target and realize there's a healthy demand for more fashionable creations. It's time to take this new technology to the next level with gorgeous fabrics and beautiful detailing".

The new range of fabric headsets will be named Portal™, which will transport their wearer to exotic lands in extreme style. Seltzer explained, "the new offering will be expansive and allow us to offer exclusive fabrics for many different retailers with various demos, such as toy, sporting goods, department stores and mass market retailers".

"The fashion upgrade doesn't stop there", says Founder & Chief Creative Officer, Josh Fuchs. "We have also created a new sleek line of headsets made from cushy, soft and comfy memory foam, in over a dozen trendy fashion colors. They look quite delicious, as you will see!"

The new line of foam headsets will be named Quark™, which will invoke the feeling of travel to foreign lands with your very own loveable alien creature. The silicone strap used to attach your smartphone to the headset by using 2 small posts on the top of the headset resemble an alien's eyes. Fuchs adds, "all of the Smart Theater headsets, in every product range, use our patent pending strap design to secure your phone, which makes our headsets more featherweight, comfortable and easier to use".

Smart Theater will be displaying their entire line at the **CES show** in Las Vegas from January 9th -12th, in **booth 21805**, in the South Hall 1 of the Las Vegas Convention Center.

About Smart Theater, LLC

Our founding partners set out on a path to create a feature rich virtual reality headset that would be affordable to all. VR for All Humanity® became our mantra. With deep roots in the mass market retail world, it was obvious that the general population would not be able to afford the expensive headsets planned at \$300 and more. The need was established and a company was born to build ground breaking VR headsets, AR Toys and accessories at incredible price points for a VR/AR hungry public!

PR Contact:
Chuck Seltzer
+1 917-750-7451,
chuck@smarttheatervr.com
<http://smarttheatervr.com>

Resource Link: <http://www.smarttheatervr.com/presskit>

###