

Oscar-Winning Producer of The Matrix Announces Lore, a Blockchain-Powered Movie Studio

SAN FRANCISCO — May 9th, 2019— Oscar-winning producer Barrie Osborne, best known as the producer of Lord of the Rings and The Matrix, today announced Lore. The first blockchain-powered movie studio.

In addition to producing films, Lore is creating a technology platform that will give investors and creatives unprecedented access to the inner workings of the studio.

“Inspired by the goals of the founders of United Artists, we are creating a new kind of movie studio. With greater transparency, creative freedom, and fairness.” said Barrie Osborne, President of Lore. “When I first started in the business, we used simple tape calculators, pencil and erasers to create budgets. Then in the early 80's computer driven budgeting programs changed everything. Now the blockchain is going to revolutionize it. I'm excited to be part of this.”

Today in Hollywood it's all about reducing profit sharing for Creatives through Creative Accounting. This creates major misalignments between studios and talent. For example, infamously, the actor who portrayed Darth Vader didn't get the profit sharing that was owed to him for Return of the Jedi.

The blockchain makes possible a better future, one where everyone involved in a film can own a piece of it and cares about its financial success—from the crew to actors, directors, writers, and producers. Each can track their ownership through the transparency that the Blockchain provides.

“The blockchain and smart contracts have the potential to revolutionize the way the movie business works, giving power back to the creative talent.” said Nathan Lands, CEO of Lore.

Later this year Lore plans to be the first movie studio to fund a slate of films with a Security Token offering to accredited investors. The slate will focus on sci-fi and fantasy mid-budget.

About Lore

Headquartered in San Francisco, Lore is a movie studio made for creatives. Lore's mission is to empower creatives to tell stories that entertain and inspire humanity.

Inspired by United Artists founded by D. W. Griffith, Charlie Chaplin, Mary Pickford, and Douglas Fairbanks to enable filmmakers to pursue their craft with limited interference — Lore is focused on giving creatives greater transparency, creative freedom and fairness.

Lore was founded by Oscar-winning producer Barrie Osborne and ex professional gamer turned Silicon Valley entrepreneur Nathan Lands.

For more information, go to www.lore.com.