



## WILDBRAIN CPLG BOLDLY GOES INTO *STAR TREK* X BeArty RANGE

### **Innovative new digital wall art collection enables fans to display *Star Trek* artwork on their Smart TV screens**

London UK – 18 August 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a deal with technology company BeArty for an innovative digital wall art range based on the iconic entertainment brand *Star Trek*. Brokered by WildBrain CPLG on behalf of ViacomCBS Consumer Products, the partnership sees the launch of a collection which enables fans to display *Star Trek* artwork on their Smart TVs.

Through BeArty’s proprietary Vizio Art software, which is downloaded onto a Smart TV, consumers can navigate thousands of artwork options through the Vizio Art mobile app. This new *Star Trek* offering will feature hundreds of images from the internationally successful franchise and be available to subscribers from August 2020.

John Taylor, VP Northern Europe & MD UK, Eire & France at WildBrain CPLG, said: “*Star Trek* has a hugely loyal and wide fan-base and this innovative new partnership with BeArty gives those fans an exciting opportunity to access their favourite artwork in an affordable and accessible way. We look forward to seeing fans around the world replacing their blank TV screens with eye-catching *Star Trek* ships in their homes and offices.”

Patrick Ashworth, Founder and CEO of BeArty Ltd, added: “BeArty is excited to launch this new platform, which will allow fans to experience *Star Trek* all day long. With the large and growing wall decoration market, and the widespread use of smart phones and Smart TVs, it is finally time to make a real impact in the market and make art available to everyone and empower them to change their wall décor in just a couple of clicks.”

#### **For more information, please contact:**

Aimée Norman at DDA Blueprint PR

[aimee@ddablueprint.com](mailto:aimee@ddablueprint.com)

+44 (0) 7957 564 050

#### **About WildBrain CPLG**

WildBrain CPLG is one of the world’s leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the



Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

### **About BeArty Ltd**

BeArty Ltd is a technology company making art from global artists, and images of global brands, affordable and accessible for everyone. The company's technologies comprise:

### **Vizzio Art**

Vizzio Art is a state-of-the-art technology for Digital Wall Art, empowering consumers to display artworks on their Smart TVs and change the artworks at any moment. Gone are the days when people have blank screens on their walls. Now it is possible to view a large array of artwork types and styles at any time. Vizzio Art is available for a low monthly, or annual, subscription fee to access thousands of artworks with a couple of clicks! Vizzio Art makes art affordable to all.

For more details, view our website: <http://www.vizzioart.com>

Check out our video on: <https://www.youtube.com/watch?v=rntOxIzSmc0>

Join us on Facebook: <https://www.facebook.com/vizzioart> and Twitter: <https://twitter.com/VizzioA>

### **BeArty Art-Printed Products**

BeArty has an online art marketplace that offers artworks of artists from around the world who express a wide variety of passions in distinctive styles. BeArty offers these artworks for sale on a large range of art-printed products such as Wall Art, Fashion, Tech, Home, and Stationery. The BeArty community comprises artists, designers and photographers, creating and selling outstanding artworks that have a common identity: all are linked in some way to a specific passion. "Passion-inspired Art" covers a broad spectrum of themes from fashion, music, film & TV, celebrities, sport, motorcycles, just to name a few. Art for your Passion.

### **About ViacomCBS Consumer Products**

ViacomCBS Consumer Products (VCP) oversees all licensing and merchandising for ViacomCBS Inc. (Nasdaq: VIACA, VIAC), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, VCP's portfolio includes a diverse slate of brands and content from BET, CBS (including CBS Television Studios and CBS Television Distribution), Comedy Central, MTV, Nickelodeon, Paramount Pictures and Showtime. With properties spanning animation, live-action, preschool, youth and adult, VCP is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. Additionally, VCP oversees the direct-to-consumer online business for CBS' programming merchandise, as well as standalone SpongeBob, MTV, Star Trek and Showtime branded ecommerce websites.



Learn more on how to beautify your life by viewing our gallery at: <http://www.BeArty.co.uk>

Check out our video on: <https://youtu.be/NgHD4X64qIs> and join us on Facebook:

<https://www.facebook.com/BeArtyPrints/> and Twitter <https://twitter.com/BeArtyPrints>