

Sex Toy Brand LELO Releases Trailer for Mainstream Movie Starring Casper Van Dien
World's First Interactive Trailer that Can Only Be Watched with a Partner Revealed



Stockholm/San Jose – February 10th, 2015: Leading luxury sex toy brand [LELO](http://LELO.com) today released a [new trailer](#) and interactive experience for [Beyond the Wave](#) starring Casper Van Dien and slated for release in summer 2015.

Beyond the Wave is the world's first ever mainstream movie produced by a sex toy company, with the trailer released just before Valentine's Day and 50 Shades of Grey—the two biggest moments for pleasure product sales in 2015.

With the world's attention focused on BDSM, LELO's intervention aims to bring couples closer together, both physically and emotionally, by showing the value of perspective in relationships. *Beyond the Wave*, starring Casper Van Dien (*Starship Troopers*, *Sleepy Hollow*), [Emilie Ohana](#) (*Paris, Je t'aime*) and newcomer Zhu Wei Ling, follows one man's experience in a post-apocalyptic world where men and women choose to live apart. A chance meeting with the

For more information contact PR@LELO.COM

BeyondTheWaveMovie.com

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through luxurious bedroom accessories and soy massage candles. LELO AB is the Swedish company behind LELO, and also holds the PicoBong brand under the LELO group, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

young Noria (Ling) sparks an unforgettable journey for Jacques (Van Dien), one that shows him the importance of understanding another's perspective. On the surface it's a love story, but deeper than that, it's a reminder on how to enrich relationships in an increasingly individualistic and divided world.

The star of the movie, [Casper Van Dien](#), said: "When I read the script, the project spoke to me on a personal level. I think many people in 2015 can feel lonely and disconnected even when someone is right beside them. *Beyond the Wave* shows the importance of not only relying on yourself, of not just communicating or spending time with someone, but genuinely trying to understand your partner's perspective. So many arguments could be avoided if we just paused for a moment and put ourselves in our partner's shoes."

Celebrating the launch, www.BeyondTheWaveMovie.com also hosts an extended interactive trailer – the first ever movie trailer that can only be watched with a partner. Called the [PlayTogether™](#) experience, couples need to physically put their smartphones side by side to lead the *Beyond the Wave* stars on an interactive journey, where each partner's choices determine the story they share.

Steve Thomson, LELO's Head of Marketing, explains: "Our goal with *Beyond the Wave* is to encourage couples to connect with the story, and through the act of watching the movie itself. We hope the twisting plot will inspire interpretations, and show the richness of different perspectives. That's also the thinking behind PlayTogether™: by bringing couples closer, encouraging them not merely to sit in the same room but engage with each other's point-of-view, the trailer becomes a catalyst for a rich, shared experience."

Despite not featuring any LELO products, the movie's name was inspired by the brand's [Ina Wave™](#) device, launched in late 2014. Thomson explains: "The backstory is that many testers commented that the Ina Wave™ was 'better than sex' or 'there was no need for relationships anymore'. That really got everyone at LELO thinking hard about our brand's responsibility."

"What we want from this movie is to go beyond what people expect from a sex toy company and help them get closer to their partner. Of course at this time LELO sales are booming with the

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'50 Shades effect', but we want to show that physical connections will be even more satisfying if you also invest time in understanding your partner's perspective."

To view the trailer and interactive experience, plus access exclusive interviews with the cast and crew, visit www.BeyondTheWaveMovie.com. Plus you can keep up to date with all the movie news on the movies official [Facebook](#) and Twitter accounts [@BTW_MOVIE](#) and [@VoiceOfTheWave](#).

#BeyondTheWave

#LeloMovie

#PlayTogether

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Notes to Editor

LELO

LELO is the world's premier luxury pleasure brand. Made famous for their dedication to quality and commitment to enjoyment, their years doing what they do has made them experts in love, sex, romance and relationships.

LELO is the most awarded company in the industry and in 2014 was the first sex toy company to win a Cannes Lions award. LELO also holds several Red Dot Awards under their belt, plus numerous industry awards. .

Beyond the Wave Movie

Starring Casper Van Dien, Emilie Ohana and Zhu Wei Ling and produced by luxury brand LELO, "Beyond the Wave" is set in a divided future, where two people must search to recapture a lost love in the face of insurmountable odds. The movie is planned for release in Summer 2015 and is directed by Goran Gajic.

The PlayTogether™ Experience

The PlayTogether™ experience is an entirely new way of watching video with friends or lovers. Designed and developed by LELO, this exclusive technology synchs two smartphones together and displays video across both of them. As part of the *Beyond the Wave* movie production, PlayTogether™ is an interactive experience designed to bring people together – reflecting the heart of the movie itself.

PlayTogether™ is not an app, requires no registration and there's no software download, making it the easiest and most intimate way to explore and see exclusive additional material from *Beyond the Wave*. It takes two users sat next to each other, each with a smartphone and a good internet connection. They both visit a URL and enter the necessary details, and then they follow an interactive journey alongside the characters. As they progress through the story, the users will feel themselves becoming physically closer together.

PlayTogether™ will be sent exclusively in advance to all those who share the *Beyond the Wave* trailer on Facebook or Twitter. This will be done immediately after the Valentine's weekend.

Casper van Dien

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Casper grew up in Ridgewood, New Jersey on Van Dien Avenue (Named after his great great grandfather). His breakthrough role was as the lead in Paul Verhoven's masterpiece "Starship Troopers". Sony/Touchstone Pictures "Starship Troopers" was one of the most talked about films of 1998 and has a huge cult following. It was filmed mainly in Casper Wyoming. He was also in Tim Burton's critically acclaimed film "Sleepy Hollow", which is based on the classic Washington Irving story of Icahobd Crane (Johnny Depp) and the headless horseman (Christopher Walken). In this film by Paramount Pictures, Casper stars as Brom von Brunt, a suitor of Katrina van Tassel (Christina Ricci). In real life the Van Dien's are cousins to the Van Tassel family. Next Casper became the 25th actor to portray Tarzan in the Warner Brothers film "Tarzan and the Lost City". Other film credits include "Big Spender" with Gram Green, "James Dean: Live Fast Die Young" with Robert Mitchum and the surprise hit "The Omega Code".

Casper has been stayed visible in various film and television projects. Upcoming, he will be seen in the space adventure film Isra 88 opposite Sean Maher. He will also be seen in the Avengers Grimm and be reprising his role of Johnny Cage in Mortal Kombat for Warner Brothers. He was also seen in LEAP as Tom Holloway alongside his daughter, Grace Van Dien.

Casper worked on the film "June". Casper also had his directorial debut on the feature film "Sleeping Beauty", in which he also plays the King which is now available on DVD. He also directed and acting in the film "Patient Killer". He was seen in the weather based thriller film "500 MPH STORM" directed by Daniel Lusco.

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