



## MEDIA RELEASE

### FAR CRY VR LAUNCH – DIVE INTO INSANITY!

In an amazing world-first...**Far Cry**, the internationally acclaimed PC and console game with over 50-million copies sold worldwide, is coming exclusively to Zero Latency VR for players to experience in virtual reality – an insane virtual reality gaming experience like never seen before!

Developed in partnership with Ubisoft, Zero Latency VR are launching the Far Cry VR experience in Perth at their Northbridge venue on **11 June 2021**.

Zero Latency Perth will be hosting special guests and working new media for an invite-only launch event.

### WHO ARE ZERO LATENCY VR?

Zero Latency VR is Australian-owned and recognised as the world's most advanced free-roam virtual reality experience. Players are immersed in a completely virtual world with freedom to explore and interact without the burden of being attached to cables and wires.

Up to 8 players at a time can explore virtual worlds together, choosing from a growing list of captivating and engaging experiences suitable for a wide range of ages.

With 52 venues across 24 countries and over 1 million players entertained, Zero Latency VR is the recognised global leader in virtual reality entertainment...and it's right here in Perth!



Mashable

DESTRUCTOID

WIRED

Forbes

UPLOAD

NEW ATLAS

GIZMODO

VR SCOUT

Polygon

ROAD TO VR

c|net



## INTERESTED IN COVERING OUR STORY?

The launch of the **Far Cry** VR experience at Zero Latency Perth is a public interest story relevant to young audiences and avid gamers from a wide range of demographics and backgrounds (aged 18+).

We are keen to work with local media to promote the launch of this world-leading VR experience right here in Perth. If you are interested in sharing the event with your audience, please reach out to us.

Complimentary media passes for the exclusive invite-only launch event on **Friday, 11 June 2021** will be available for working news media in the following areas:

- Print Media: Publishers, editors, reporters, writers, photographers, freelance travel writers
- Broadcast Media (TV and Radio): Station managers, news directors, assistant news directors, executive producers, producers, managing editors, assignment managers, videographers, photojournalists, anchors, hosts, reporters, radio hosts
- Internet Media: Managing editors, editors, reporters, producers, writers, photographers

## GET IN CONTACT

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Additional digital assets available on request.