



Zero Latency Wins People's Choice Award at 2016 IAAPA Attractions Expo

America's First Warehouse-Scale, Free-Room, Multi-Player, Virtual Reality Game Attraction Opens in Orlando and Wows IAAPA Attractions Expo Attendees

Orlando, FL – December 22, 2016 – The votes have been tallied and Zero Latency, the world leader in free-roam virtual reality gaming, has earned the People's Choice Awards at the 2016 IAAPA Attractions Expo held in Orlando last month. Attendees voted on via paper ballots during the show and through online balloting that continued for nearly two weeks after the show wrapped up, with Zero Latency ending up on top.

"We are very thankful for the People's Choice award and the positive feedback we garnered from the IAAPA Attractions Expo attendees. Zero Latency has been fulfilling the promise of large-scale, free-roam, virtual reality multi-player gaming since our first facility opened in Melbourne, Australia, in 2015, as well as with locations in Tokyo and Madrid, which opened this year," stated Zero Latency co-founder and CEO Tim Ruse. "Now we have brought this ultimate virtual reality experience to America with a facility now open in Florida, two on the way in Wisconsin Dells, Wisconsin, and Poconos Mountains, Pennsylvania, and a few more U.S. locations about to be announced. Zero Latency has all the momentum in the virtual reality attractions industry while others are still at the starting line, and we are not planning on letting up."

The IAAPA Attractions Expo is the premier global event for the \$39.5 billion attractions industry. This year Zero Latency provided attendees an opportunity to experience true warehouse-scale, free-roam, multiplayer virtual reality gaming for the first time in America. The two games made available were *Zombie Survival*, a high-action squad-based zombie game set in post-apocalyptic cityscape, and *Engineerium*, a family-friendly puzzle solving team challenge set in a colorful, gravity and perspective defying world. Over 800 attendees had the opportunity to experience Zero Latency's brand of virtual reality.

Besides netting the People's Choice Award at the show, the game experience also received an average review of 9.2 out of 10 in Zero Latency's post-game player surveys, with 55% of respondents giving it a 10. The Orlando Weekly's Seth Kubersky dropped in to play and raved "Zero Latency is making the best argument I've experienced so far for VR's potential" and "I truly became a believer in VR's power to deliver a convincing alternate reality."

“Zero Latency is finding success in part because we are currently working with best-in-class operators like Family Entertainment Group, Main Event, and Sega, as well as cutting edge technology hardware partners like Razer and Alienware,” notes Bob Cooney, Zero Latency’s head of global business development and an amusement industry veteran. “In the span of less than two years, the company has evolved from a single facility in Australia to a global brand with arenas up and running on four continents.”

Zero Latency virtual reality game arenas range from 2,000 to over 4,000 square feet, making them up to five times larger than any current VR gaming environment, while placing an industry-leading six players in the same game simultaneously. Zero Latency’s patent-pending motion tracking scales to any size and has been successfully tested with up to 16 concurrent players. The technology allows for untethered play for the most immersive VR gaming experience on the market which is further enhanced by the inclusion of a perfectly-weighted simulated weapon and cutting-edge VR gear.

Zero Latency’s extremely immersive game experience delivers free exploration of richly themed and hyper realistic game environments like never before. Zero Latency’s unique approach allows for game session lengths and themes to be completely changed instantly, giving operators the flexibility to offer a range of superlative gaming which brings players back over and over again.

Zero Latency game arenas have no physical internal walls, which enable players to walk, explore, and fight their way through wildly different virtual terrains from level to level within a single game. From breathtaking vistas on wide open rooftops with no place to hide to dense, post-apocalyptic urban settings littered with virtual obstacles that make ideal cover when the zombies start streaming in, players are kept engaged, challenged, and entertained in ways that have never been possible before.

About Zero Latency (www.ZeroLatencyVR.com)

Zero Latency is the pioneer and global leader in free-roam, warehouse-scale, multi-player, virtual reality gaming. The Melbourne, Australia, based company, with game arenas on four continents, is fusing creativity and technology to build the most immersive experiences on earth. Zero Latency was named by Fast Company as one of the Top 10 Most Innovative Gaming companies.

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