



ZOMBIES DESCEND ON NEWSTEAD

Brisbane's first free-roam, multi-player virtual reality entertainment experience to launch in October

BRISBANE- July, 2017: Step aside cinemas and bowling alleys - [Zero Latency](#) is bringing the ultimate group entertainment experience to Brisbane this October. The pioneer and global leader in out-of-home, free-roam virtual reality (VR) entertainment, today announced its plan to transform 34 Chester Street, Newstead, into a near 400-square metre epic-scale virtual reality game arena, featuring heart racing Zombie attacks, galaxy space missions and family fun puzzle adventures.

The Newstead location will be Zero Latency's second site in Australia, following the success of its first venue in Melbourne, which opened in 2015. The company is a home-grown innovation success story, as the first company in the world to launch warehouse-scale free-roaming VR. Founded four years ago in a garage in Melbourne, Zero Latency now boasts nine locations across four continents. By the end of the year, the company expects to increase this to over 20 locations all over the world.

With its warehouse-scale and free-moving gaming environment, Zero Latency is bringing a next-generation entertainment experience to Brisbane. Unlike other VR experiences where you are tethered or 'tied' to a computer or console by cords, players in Zero Latency's arenas can freely roam, explore and fight together through wildly different and hyper-realistic virtual environments.

Within minutes, players become fully immersed and lose all sense of reality. Players see each other as full-motion avatars, allowing them to inhabit the same physical and virtual space, talk and strategise with their friends and banter together. If it gets all too much, Zero Latency's official Game Master is your voice of reason and will bring you back to reality. And the best part? Zero Latency's free-roam caters for up to eight players at one time.

Tim Ruse, Co-founder and Chief Executive Officer of Zero Latency, said Brisbane was an obvious choice for its next location with its young millennial population scouting for the next-level of entertainment.

"The fact that more than 19,000 people have experienced our virtual reality adventures in Melbourne just goes to show that there's a growing appetite for cutting-edge entertainment experiences in Australia. There is nothing in the world that compares to our experience right now and our new

Brisbane arena site will sit squarely at the intersection of social gaming, virtual reality and advanced technology,” Ruse said.

The Newstead location will host Zero Latency’s full product offering to suit different tastes, including:

- **Engineerium** - Perfect for first-timers and virtual reality experimenters. Ease you and your mates into VR through this avatar-like, fantasy world that combines platform and maze challenges.
- **Zombie Survival** - Picture this: you’re bunkered in a fort and surrounded by masses of Zombies. Can you stay alive till the rescue team comes? An experience for thrill seekers.
- **Singularity** - Ever wondered how you’ll fair against killer robots and rogue drones? You and your mates will investigate a secret military space station and take on the Terminators.
- **New Zombie Content** – The next iteration of the highly successful Zombie Outbreak will be unveiled to Australians in Brisbane. If you’re curious to see how you would fare in the Zombie Apocalypse; then this new game will get your adrenaline pumping!

Scott Vandonkelaar, Co-founder and Chief Technology Officer of Zero Latency said, “The best thing about Zero Latency’s virtual reality experience is that it’s not just for gamers – it caters to everyone, from the adrenaline seekers to group parties to parents just looking for an activity on the school holidays. We’re bringing virtual reality back full circle, from a one-person gaming experience to a fun-filled adventure to be shared with a group.”

The countdown begins! Register your interest now to receive updates and have the first opportunity to buy tickets in late September when ticket sales open to the public. Ages 13+.

www.ZeroLatencyVR.com

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About Zero Latency:

Zero Latency is the pioneer and global leader in out-of-home free-roam VR entertainment. The Melbourne, Australia, based company has constructed warehouse-scale VR game arenas as free-standing locations and has also integrated them into resorts, family entertainment centres, go karting facilities, and other entertainment destinations.

There are 6 Zero Latency powered arenas currently in operation across the United States in addition to locations in Tokyo, Madrid and Melbourne. Zero Latency was named by Fast Company as one of the Top 10 Most Innovative Gaming companies.

For more information, please visit: www.ZeroLatencyVR.com

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