



## **WORLD-LEADING VIRTUAL REALITY ENTERTAINMENT COMPANY TO OPEN FIRST WESTERN CANADIAN VENUE IN VANCOUVER**

**FOR IMMEDIATE RELEASE  
DECEMBER 12<sup>TH</sup>, 2019**

**VANCOUVER, BC – Zero Latency VR**, the global leader in free-roaming virtual reality gaming, has selected Vancouver as the home of its first Western Canadian entertainment venue and third Canadian city, with a state-of-the-art facility scheduled to open in February.

Zero Latency VR, which has 40 locations in 20 countries on four continents, believes Vancouver is a key market in North America, and plans to unveil its multiplayer virtual reality (VR) entertainment experience on February 27<sup>th</sup>, 2020.

The 11-week Countdown to Zero Latency VR Vancouver begins today – for those who want to be the first to experience Zero Latency Virtual Reality gaming in Vancouver, ticket reservations are now available at <https://zerolatencyvr.com/vancouver/book-now/#ChooseSession>.

The first Zero Latency VR experience in Western Canada (the company currently has venues in Montreal and Toronto) will be geared at Vancouver’s tech savvy population and young market demographics. Its reputation as a world-class centre for video game and VR production and development made it an obvious location for expansion.

“We think Vancouver is a natural fit for this advanced VR gaming technology and experience,” says Winston Cabell, Experience Master at Zero Latency VR Vancouver. “Knowing what a hotbed Vancouver is for tech and video games, we’re excited to bring Zero Latency VR to the market.”

From its roots in Melbourne, Australia, Zero Latency VR has established a presence in major North American cities like Dallas, Houston and Las Vegas, as well as international hubs like Munich, Tokyo and London.

Whereas some VR experiences involve a lag between human action and computer response, Zero Latency – as the name suggests – removes that barrier. This allows for a seamless and realistic experience for up to eight players at a time who work collaboratively to battle zombies, robots and other enemies. This immersive and interactive experience gets gamers and people of all interests off the couch and into a 1,500 square-foot facility where they are free to roam around to combat virtual foes.



The collaborative environment makes Zero Latency VR the perfect outing for office team-building experiences, birthday parties and other social occasions. Cabell and Vancouver business partner Karen Krywulak say they chose Zero Latency because of its best-in-class zero latency gaming environments.

“The Zero Latency offering – from the advanced software platform and equipment to the overall design of the gaming experience and the fabulous game titles – is simply second to none,” said Cabell. “We love the marriage of epic video gaming experiences and the physical activity that’s inherent in Zero Latency, and we think gamers at every level and ability – and even non-gamers -- will feel the same way. We can’t wait to get started and provide the exhilaration of the best free-roaming VR experience available to what we believe will be a fast-growing fan base in Vancouver.”

#### **About Zero Latency VR Vancouver**

Zero Latency VR Vancouver is the first free-roaming VR gaming hub in Vancouver and the first in Western Canada to make available the advanced gaming systems developed by Zero Latency VR headquartered out of Melbourne, Australia.

#### **About Zero Latency VR (Global)**

Zero Latency is a technology company that develops free-roam virtual reality systems. It was founded by Tim Ruse, Scott Vandonkelaar and Kyel Smith, who are currently directors of the company, with Dean Dorrell serving as chair. In August 2015, Zero Latency opened the world’s first VR entertainment venue in North Melbourne, Australia. The company now licenses 40 locations on five continents.

#### **About Virtual Reality Gaming**

Virtual reality gaming involves the application of a three-dimensional (3-D) artificial environment to computer video games.

-30-

Media Contact:

Shona Wercholuk – LBMG  
604-805-4821  
swercholuk@lbgm.ca