

Zero Latency teams up with SEGA Live Creation to bring world's first free-roam multi-player VR to Japan

Tokyo, Japan and Melbourne, Australia, 1200h AEST 7th June 2016

Zero Latency, creator of world leading free-roam VR technology, is teaming with Sega Live Creation to bring multi-player free-roam VR to Japan.

A worldwide leader in out of home interactive entertainment, Sega Live Creation are launching the Zero Latency experience in celebration of Tokyo Joypolis' 20th Anniversary. The experience will be a permanent fixture at the Tokyo venue from July 2016.

"Inviting customers to experience warehouse-scale free-roam VR in Japan together with one of the world's most iconic entertainment brands is a dream come true," says Tim Ruse, Zero Latency's CEO. "We are excited about this world first project, and also about the future of our partnership."

Free-roam virtual reality (FRVR) takes interactive entertainment to the next level. Zero Latency's wireless VR technology allows users to explore digital worlds with absolute freedom and unprecedented levels of immersion. Multiple players can roam the large space and embark on a mission individually or as a team of up to six. The free roaming, social aspects of the experience and the high-end equipment far exceed what people can experience using home-based systems.

Zero Latency is customising a FRVR system especially for Sega Live Creation and providing all-new content, weapons and next-generation player wearables underpinned by upgraded tracking technology. Comments Ruse: "We have again raised the bar for free-roam VR – a concept we invented. Innovation is in our corporate DNA, and our new technology heightens the immersion even more than our early installs in Australia. I believe Japanese guests will enjoy the world's best virtual reality experience."

"When we first tried the Zero Latency experience we were blown away" concurs Kazuhiko Hayami, Sega Live Creation's Executive Vice President, "We knew we were witnessing the birth of a new medium, and we wanted to be involved straight away."

"We are only at the early stages of understanding what free-roam VR is capable of," adds Hayami-san, "It's one of the most exciting technologies coming to market today."

About Zero Latency (zerolatencyvr.com)

Melbourne (Australia) based Zero Latency aims to fuse creativity and technology to build the most immersive experiences on earth.

Recently voted one of the Top 10 Most Innovative Gaming companies by Fast Company, Zero Latency has established itself as the leader of this new field of interactive entertainment. Zero Latency provides the only true multiplayer free-roam VR experience operating commercially in the world today, having hosted nearly 10,000 visitors at its Melbourne venue.

About Sega Live Creation, Inc (sega-live.com/en/)

SEGA LIVE CREATION Inc. a subsidiary of SEGA-Sammy Holdings, Inc., engages in the planning, development, and management of leisure facilities such as indoor amusement parks and museums.

Through innovative entertainment formed by fusing together the park entertainment business (centered on digital content such as games, and sensory devices such as attractions) with live entertainment (such as theater, music festivals, and events) we provide unsurpassed location-based experiences unavailable at any other time or place.

.

.