



FOR TRADE MEDIA:

Zero Latency and Main Event Entertainment at Pointe Orlando to Open America's First Warehouse-scale Free Roam Virtual Reality Game Arena in Orlando

*IAAPA Attendees to Have Exclusive Opportunity to Experience Zero Latency VR in Brand New
'Main Event Entertainment at Pointe Orlando' Bowling-anchored Entertainment Center during
the Expo before It Opens to the Public*

Orlando, FL – November 9, 2016 – Zero Latency, the pioneer in free-roam virtual reality gaming, will debut the first warehouse-scale, multi-player, virtual reality game arena in America. Main Event Entertainment at Pointe Orlando, *V Play Reality, powered by Zero Latency*, will be a permanent part of the brand new Main Event Entertainment at Pointe Orlando bowling-anchored entertainment center near the Orange County Convention Center. While the venue, Main Event's 30th center nationwide and first in Florida, opens to the public in early November, *V Play Reality, powered by Zero Latency* will not be available for public use until late November. Select attendees of the IAAPA Attractions Expo will have the exclusive early opportunity to experience *V Play Reality* during the show, which runs November 15-18.

In 2015, Zero Latency opened the world's first warehouse-scale, free-roam, virtual reality game arena in Melbourne, Australia, to six-week waiting lists. This was followed by an installation in Tokyo, Japan, in conjunction with Sega at the Joypolis amusement center. Another Zero Latency arena will open in Madrid, Spain, ahead of the November debut in America. This makes Zero Latency the first company to roll out large-scale VR globally.

Zero Latency's existing 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 6 players in the same game simultaneously. The patent-pending tracking system scales to any size and has been successfully tested with up to 16 concurrent players.

"Zero Latency game experiences are extremely immersive with free exploration of richly themed and hyper realistic game environments," states Zero Latency co-founder and CEO Tim Ruse. Zero Latency's patent-pending motion tracking technology allows natural locomotion along with a perfectly-weighted simulated weapon, and cutting-edge VR gear. "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 experiences from zombie hunting to space adventure to family-friendly puzzles, which bring players back over and over again."

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Zero Latency game arenas also have no physical internal walls, which enable players to walk, run, 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.

“Warehouse-scale, free-roam, virtual reality gaming simply cannot be created at home,” notes Main Event Entertainment president and CEO Charlie Keegan. “Zero Latency provides an undeniably compelling reason for gamers, families, parties, and friends to come out for a mind-blowingly fun and immersive group experience. Zero Latency is a perfect match for the state-of-the-art attractions featured at Main Event Entertainment at Pointe Orlando.”

Registered IAAPA Attractions Expo attendees are strongly encouraged to immediately apply at www.iaapa.zerolatencyvr.com in advance to experience Zero Latency first hand at Main Event Entertainment at Pointe Orlando from November 15-18. These demo slots are expected to fill up before the show. Attendees can also visit the Zero Latency booth (#262) on the show floor during the expo to learn more about large scale, multi-player, free-roam virtual gaming.

To celebrate this landmark launch in America, Zero Latency will be a Platinum Sponsor of IAAPA’s Family Entertainment Center Reception on Monday, November 14, 2016, from 7:30 PM - 9:00 PM at the Hyatt Regency Orlando. Zero Latency representatives will be on hand to meet with family entertainment center owners, operators, and managers.

Main Event Entertainment at Pointe Orlando will be an ideal place for groups to get together to let their fun out. The center will also feature other activities including state-of-the-art bowling on twenty ice-white lanes with multicolored LED lighting, a challenging gravity ropes adventure course suspended over a games gallery with nearly 100 interactive and virtual games, big screen TVs and two dining areas, serving innovative American fare and handcrafted cocktails in a high-energy bar and grill or signature artisan pizza at LaBella’s Italian street food.

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. Follow Zero Latency on [Facebook](#), and [Twitter](#).

About Main Event Entertainment (www.MainEvent.com)

Founded in 1998, Dallas-based Main Event Entertainment has 30 centers ranging from 45,000 to 75,000 square feet, Main Event offers a variety of dining options and an infinite supply of fun for people of all ages. Its unique ‘Eat.Bowl.Play.’ experience features more than 100 cutting-edge, interactive and virtual games, state-of-the-art bowling, a multi-level laser tag arena, virtual reality experiences, a challenging

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high ropes adventure course, and billiards. Main Event is also a popular venue for group events such as birthday parties, social gatherings and corporate meetings, offering private rooms equipped with the latest audiovisual technology and full-service catering. Corporations, individuals and families consistently rank the centers “Best Place to Bowl” and “Best Party Place.” Head for FUN at Main Event Entertainment. More information is available at mainevent.com or follow Main Event on [Facebook](#), [Instagram](#) or [Twitter](#), with the hashtag #EatBowlPlay.

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ZERO LATENCY MEDIA CONTACT:

Jonathan Zaleski
310-569-0153
jonathan@TPRCcommunications.com

MAIN EVENT MEDIA CONTACTS:

Allied Integrated Marketing
Ken Langdon
klangdon@alliedim.com

Maria Wyatt-Uhl
mwyattuhl@alliedim.com

Main Event Entertainment

T. Lynn Jones
Tlynn.jones@mainevent.com