

FOR IMMEDIATE RELEASE

**VR FEST® RETURNS TO LAS VEGAS FOR 5TH ANNIVERSARY
CELEBRATION FEATURING 3 DAYS OF IMMERSIVE TECHNOLOGY
EVENTS ON THE LAS VEGAS STRIP DURING CES®
JANUARY 8TH - 11TH, 2019**

HOSTED BY

OMNIA Nightclub, Planet 13 Las Vegas, PlatformaVR and Hakkasan Nightclub

SPONSORED BY

Alienware, VR Arcade, Hologate, XRzine, Extreme Tech Challenge, Nevada Film Commission, and 3opolis

Las Vegas, NV (January 4, 2019) – VR FEST®, the world's first and largest Virtual Reality Festival, will debut its 5th Anniversary program in Las Vegas this January 8th to 11th at various locations on and off the Las Vegas Strip including OMNIA Nightclub at Caesars Palace Las Vegas, PlatformaVR at Bally's Las Vegas, Hakkasan Nightclub at MGM Grand Hotel & Casino and the new Planet 13 Entertainment Complex.

This 3 day series of immersive technology events kicks off with the festival's annual **Opening Night Gala**, held in partnership with Hakkasan Group and Extreme Tech Challenge, which will be held on **Tuesday, January 8th, from 10pm to 4am** inside OMNIA Nightclub at Caesars Palace. The event features sounds by Zedd plus the debut of the world's first Virtual Reality enabled VIP Booth powered by Alienware. Complimentary, and expedited entry are provided for all VR FEST and Extreme Tech Challenge badge holders with wristband. Guests of the event will be among the first to experience the festival's new Augmented Reality Line Queue Entertainment Platform powered by Dulce.com and delivered via WebXR on most mobile phones with an active web browser.

VR FEST Expo and **VR Academy Panels** will be hosted by the new Planet 13 Dispensary and Entertainment Complex on **January 9th & 10th**, from **11am to 8pm daily**.

The program includes 50+ special guest speakers from some of the world's leading purveyors of immersive entertainment including: Hologate, Hologram USA, Google, HP, HTC Vive, and Magic Leap to name only a few.

Guests of the event will also have the opportunity to experience the latest and best consumer Virtual Reality, Augmented Reality, and Mixed Reality products. Location Based Entertainment Exhibits will also be available from companies such as Survios, Beat Games, Chicken Waffle, Wild Immersion, Viveport Arcade, and Modal. A special fireside chat with Modal Co-Founder and Atari creator Nolan Bushnell is part of the extensive program that features insightful panels and expert industry speakers including but not limited to: Famed film director, Brett Leonard (Virtuosity and Lawnmower Man), who will be on hand to offer the closing keynote and to discuss his new hybrid feature project entitled "Hollywood Rooftop", which blends VR and traditional cinema for the first time. Also, tech industry pioneer, Greg Passmore, will be discussing understanding cancer through virtual reality.

The VR Academy program will conclude with the festival's **Online XR Film & Game Competition** awards announcement with more than 250 nominated projects vying for the title "Best of VR FEST 2019". With 39 categories of competition, VR Fest honors content pioneers from all types of industries including Education, Real Estate, Non-Profit, Entertainment, Gaming, Medical, Travel, Holograms and more. Online visitors to the festival's website can watch, share and vote for the best content from 2018 at www.VirtualRealityFestival.com. Public Voting runs through January 6th, with the content program remaining viewable throughout most of 2019.

Other program highlights include the festival's first foray into the world of Virtual Reality E-Sports Tournaments, with the Virtual Soccer Zone, which will showcase on Thursday, January 10th, from 3pm to 5pm at Planet 13. Attendees can register to compete in a variety of virtual soccer challenges to win a virtual reality headset presented by Sam Immersive.

VR FEST will also co-host a Sneak Preview & Champagne Toast Event at the new PlatformaVR Multi-Player VR Attraction, located inside the Avenue Shops at Bally's Las Vegas on Thursday, January 10th, from 5pm to 10pm. RSVP Required at www.VirtualRealityFestival.com.

The VR FEST 5th Anniversary Celebration wraps up on Thursday, January 10th, from 10:30pm to 4am at Hakkasan Nightclub inside the MGM Grand for VR FEST's annual Closing Night Gala featuring sounds by Tiësto and VR Arcade exhibits presented by Survios, Groove Catcher, Beat Saber, Popstic, Owlchemy Labs, HTC Vive, and Alienware.

Invited guests, judges and additional speakers include top industry executives from around the globe including but not limited to: Winnie Wong (Dell Computers), Ted Schilowitz (Paramount Pictures), Marcus Kühne (Audi), Pearly Chen (HTC), Jason Crawford (Modal VR), Michael Fester (Survios), Jason Turner (The Virtual Reality Company) Joanna Popper (HP), Sam Wang (Skylight Entertainment), Jenna Seiden (Beat Games), Baba Uppal (Secret Location), Shauna Heller (AiSolve / WePlayVR), Christina Heller (Metastage powered by Microsoft), Charlie Fink (Columnist/Author), David Nussbaum (Hologram USA), Karl Krantz (SVVR), Aaron Pulkka (Two Bit Circus), Nathan Pettyjohn (VR/AR Association), Gregg Passmore (PassmoreVR), Tammy Brandt (Dreamscape Immersive), Nikki Roth (Google), Doug Griffin (Nomadic), Ilya Kuzyuk (PlatformaVR) and Leif Petersen (Hologate) among many others.

VR FEST EXTENDED 3 DAY EVENT INFORMATION:

TICKET & PRICING: Tickets to VR FEST are available through Eventbrite at www.VirtualRealityFestival.com. General Admission 3 Day Badges are \$50.00 and are good for general access to all VR FEST events. VIP 3 Day Badges are \$100.00 and are good for VIP access to all VR FEST events with complimentary food and beverage options when offered. Note: As level one ticket categories sell out, ticket prices will increase to level 2 pricing.

VR FEST OPENING NIGHT GALA: VR FEST's Opening Night Gala with sounds by Zedd will kick off on Tuesday, January 8th, from 10pm to 4am at OMNIA Nightclub located inside Caesars Palace. Admission is complimentary with expedited entry for all VR FEST and Extreme Tech Challenge attendees with wristband. Guests should mind the dress code at www.omniclubs.com/las-vegas/. No large bags or backpacks will be admitted. Please check parking fees at www.caesars.com/parking. Look for VR FEST's dedicated line to enjoy expedited entry.

VR FEST EXPO AND VR ACADEMY SPEAKER SERIES: VR FEST's speaker panels, workshops and exhibits will operate on January 9th & 10th from 11am to 8pm daily at Planet 13* located at 2548 W Desert Inn Rd., Las Vegas, NV 89109. Rideshare and taxi service are recommended for this venue as parking is limited. Planet 13 will operate 2 Complimentary Shuttle Buses for VR FEST attendees with various shuttle stops on the Las Vegas Strip. Please visit www.VirtualRealityFestival.com a complete list of shuttle stop locations and program details. KEEP OUT OF REACH OF CHILDREN. FOR USE BY ADULTS 21 YEARS OF AGE OR OLDER.

PLATFORMA VR SNEAK PREVIEW AND CHAMPAGNE TOAST: VR FEST and VegasVR are proud to present the PlatformaVR Sneak Preview Event & Champagne Toast at the Avenue Shops inside Bally's Las Vegas on Thursday, January 10th, from 5pm to 10pm. Be one of the first to experience the newest Virtual Reality Attraction on the Las Vegas Strip! PlatformaVR has been developing entertainment content in virtual reality since 2017 with over 10,000 people having already played its titles at the company's global locations. The company is well-known for its smart social content where the key components are collaboration, puzzle- solving, and an adventurous spirit. Please click the following link to RSVP for this event: www.VirtualRealityFestival.com

VR FEST CLOSING NIGHT GALA: VR FEST's Closing Night Gala with sounds by Tiësto will take place on Thursday, January 10th, from 10:30pm to 4am at Hakkasan Nightclub located inside the MGM Grand. Admission is complimentary with expedited entry for all VR FEST and Extreme Tech Challenge attendees with wristband. Guests should mind the dress code at www.HakkasanNightclub.com. No large bags or backpacks will be admitted. Please check parking fees at [www.https://www.mgmgrand.com/en/amenities/parking.html](https://www.mgmgrand.com/en/amenities/parking.html). Look for VR FEST's dedicated line to enjoy expedited entry.

THE VR FEST ONLINE XR FILM & GAME COMPETITION DIRECT PUBLIC VOTING

LINK: https://vrlounge.formstack.com/forms/vrfest_public_voting_form_2019

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