



“FAR CRY” COMES TO ZERO LATENCY VANCOUVER AS VR HUB RETURNS TO FULL OPERATIONS

First launched just before the global pandemic, leading edge virtual reality entertainment venue relaunches July 13th with one of the world’s first AAA gaming IP available as a free-roaming VR title

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Vancouver: Buoyed and energized by the relaxation of pandemic protocols that severely limited its operations for much of the past 15 months, Zero Latency Vancouver is back for its official re-launch Tuesday, July 13th. The relaunch coincides with the exclusive British Columbian virtual reality release of the global AAA video game Far Cry by Ubisoft.

With Step 3 of the provincial reopening plan activated July 1st, Zero Latency VR is resuming full-capacity operations at its Mount Pleasant location and will celebrate the occasion with Far Cry VR: Dive into Insanity, contests and special offers to thank players who have waited for unrestricted, free-roaming play since the COVID-19 pandemic was officially declared March 11th, 2020, just two weeks after the Vancouver venue’s grand opening.

“Given the waiting game that we’ve played, we’re unleashing considerable pent-up energy and doing it in style with Far Cry VR: Dive into Insanity,” said Winston Cabell, one of the principals of Zero Latency Vancouver, one of 50 global Zero Latency venues in the world and the first in Western Canada. “It’s been a challenging year, but we’re keen to parlay the resilience we’ve shown as a start-up business into the epic experience that is Zero Latency. In many ways, it’s a new beginning for us and we’re beyond excited to welcome back Vancouver fans of virtual reality.”

The Far Cry VR experience represents the first time ever a AAA video gaming property has been made available as a free-roaming VR title. A traditional fan favourite from the Ubisoft library, Far Cry is not only the perfect escape for Vancouver players, Cabell believes it’s a poetic tribute to Zero Latency Vancouver’s own survivor story and experience through the COVID-19 pandemic.

The fast-moving action in Far Cry is all about survival on Sunny Rook Islands, an otherwise idyllic tropical paradise that pits VR players against sadistic villain Vaas Montenegro and his henchmen. Far Cry VR: Dive into Insanity is a thrilling 30-minute co-op game that involves

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a team of up to eight VR players working together to escape from the jungle gauntlet established by the maniacal warlord Montenegro. The Zero Latency technology and Ubisoft creativity behind Far Cry features flame-throwers, a dangerous cable car, a sudden ambush and a perilous cave.

“It’s all about teamwork, resilience and survival,” said Cabell. “Like most of our titles, it is an entertaining and fun workout. We think Far Cry VR it’s the perfect social gathering and fantasy escape after the stresses and strains of the past 15 months.”

At Zero Latency Vancouver, the dynamic 1,500-square foot VR centre situated near the main entrance of the Kingsgate Mall in the Mount Pleasant district, players armed with a rifle-like controller use an HP Reverb VR headset connected to a backpack containing an eighth generation Intel Core i7 CPU and NVIDIA GeForce RTX 2080 graphics card. Outside of the best high-definition games in the VR space, the defining characteristics of the Zero Latency experience are the free roaming capabilities and the zero latency of the technology itself – the lag time between computer command and action. Every step of the way, the players are guided through the experience by a Zero Latency game master.

“We’re all about the experience and we’re committed to making it epic every time, no matter whether it’s Far Cry or our other amazing immersive VR titles,” said Cabell, who invites players of all ages and levels of ability to experience Zero Latency 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.

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About Ubisoft and Far Cry

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Far Cry, For Honor, Just Dance, Watch Dogs, and Tom Clancy's video game series including Ghost Recon®, Rainbow Six and The Division. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2020-21 fiscal year, Ubisoft generated net bookings of €2,241 million. To learn more, please visit: www.ubisoftgroup.com. © 2021 Ubisoft Entertainment. All Rights Reserved. Far Cry, Ubisoft, and the Ubisoft logo are registered or unregistered trademarks of Ubisoft Entertainment in the US and/or other countries. Based on Crytek's original Far Cry directed by Cevat Yerli.

About Virtual Reality Gaming

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

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Media Contact

Shrief Fadl – LBMG
604 805 4821
sfadl@lbmg.ca