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For Immediate Release

US VR GLOBAL INC ANNOUNCES STRATEGIC PARTNERSHIPS WITH THREE LEADING BRANDS IN KOREA FOR HERO CENTRAL – ONE OF THE WORLD’S LARGEST VIRTUAL REALITY PARKS

CJ 4DPLEX, d’s strict and Funtory House Will Provide World Class Contents for HERO CENTRAL in the Soon-to-be-completed Empire City Mall in Damansara Kuala Lumpur

KUALA LUMPUR, NOVEMBER 2017 – US VR Global Inc, recently announced its strategic partnerships with not one, but three world-class digital, user-centred experience creators in Korea. These world-class brand names which include CJ 4DPLEX, d’s strict and Funtory House will provide their respective innovative and immersive technologies to US VR Global Inc’s newly introduced HERO CENTRAL, touted to be one of the largest VR parks in the world.

CJ 4DPLEX, the world’s first and leading 4D cinema company, has brought its immersive theatre technology to 415 auditoriums spanning 50 countries worldwide. Its "4DX VR" combines the company's unique motion chairs and environmental effects with virtual reality, resulting in a unique and thrilling new entertainment experience. State-of-the-art 4DX VR products utilize the motion simulator technology that has resulted in CJ 4DPLEX being regarded as a top global 4D cinema brand. They can be coordinated with many kinds of VR content with endless possibilities, including game & entertainment content, short films and promotional VR movie trailers - and the most amazing ride experiences ever.

In partnership with CJ 4DPLEX, US VR Global Inc is taking one of its signature offerings - VR thrill rides to the next level by incorporating the fully immersive, virtual motion experience of 4DX VR. The VR roller coaster environment will be based on real life images and not CGI or animation, providing riders a truly authentic roller coaster ride experiences derived from various actual famous roller coaster rides from around the world.

Tengku Rozianti Tengku Mamat, VP Sales & Marketing of US VR Global Inc said, “The HERO CENTRAL VR roller coaster will be equipped to allow riders to feel the heart-pumping adrenaline of steep drops, inverted loops and powerful twists and turns. Accelerometers and proximity sensors will be synchronized to all of the action in an

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incredibly realistic 360-degree virtual reality world. This remarkable technology is a definite game-changer for theme park rides and represents everything HERO CENTRAL stands for.”

“We are very pleased to present our newest and unique 4DX VR in Malaysia. We are hopeful that many people will now have an opportunity to experience this unique technology, with perfectly synchronized motion along with VR content giving a genuine sensation of ‘reality,’” remarked Byung-Hwan Choi, CEO of CJ 4DPLEX.

“What makes this partnership so compelling for consumers and the broader tech industry alike is that both companies are committed to pushing the boundaries of what’s possible; bringing a VR roller coaster to life is certainly an exciting and thrilling proposition,” added Jung-Hoon Cho, COO of CJ 4DPLEX.

On a separate occasion, Tengku Rozianti enthused, “Following the demand for Korean pop culture in Malaysia, it is indeed the perfect time for us to partner with d’strict to create the ultimate “K-pop Experience” where fans can feel close to their favourite stars”.

d’strict is a design company that creates user-centred experience by integrating both content and digital media technology. Working with US VR Global Inc, d’strict will produce entertainment attractions featuring Korea’s best-known pop stars using new multimedia technology, holograms and 3D projection mapping with pop content from PSY, BIGBANG, 2NE1, G-DRAGON, PARK MI-KYUNG, RAINBOW, CLON and AOA to recreate the original “K-Pop Experience”.

“Among others, this state-of-the-art facility provides HERO CENTRAL’s visitors a hyper realistic holographic performance featuring various Korean pop stars and accompanying dancers performing their hits and interacting with the audience. Photo booths at the entrance will capture pictures of visitors which are then inserted into the show as the faces of the backing dancers as well as into other activities” explained Tengku Rozianti.

“d’strict is always looking for opportunities to use and expand our underlying “K-Pop Experience” to suit new markets or venues. The use of our technology to enhance fan



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interaction with their pop idols certainly seemed to go down well with our audience outside of Korea, including Malaysia” said Sungho Lee, CEO of d’strict.

In another event, US VR Global Inc also signed a partnership deal with Funtory House. Funtory House creates new media children's playgrounds for families that combines sensibility-based facilities and new media technology, providing children with a new experience that sets them apart from existing kid’s playgrounds or cafes. Funtory House will bring some of their top-notch creations to HERO CENTRAL through this partnership.

Hyunwoo Bang, CEO of Funtory House said "We are extremely excited to expand our digital play content experience to Malaysia. From the success we've seen and the overwhelmingly positive response we've received from our audiences so far, we have no doubt that our partnership with US VR Global Inc will bring early childhood education to a different level of excitement and fun amongst the Malaysian community. Our content is developed and operated by a team of specialists that will help children develop various competencies like never before."

HERO CENTRAL is US VR Global Inc’s launch pad to the emerging VR and AR market, and was announced earlier this year. Spanning 15,793.5sq m, HERO CENTRAL has been purpose-designed from ground up bringing together award winning designers, top of the line technology, a world class management team and a whole host of big name partners, resulting in the best possible VR experience. HERO CENTRAL is expected to open its doors to the public by the fourth quarter of 2018.

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