

For Immediate Release

**Pulseworks launches world premier of *Virtual Rush: Chicago*,
an interactive motion-based virtual reality experience at Chicago's Navy Pier**

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Press Release

ATLANTA, Georgia – Pulseworks, LLC today announced the world premiere of an innovative new technology attraction called ***Virtual Rush: Chicago*** at Navy Pier, one of the Midwest's top-attended and most iconic destinations. The experience is a groundbreaking 4D VR adventure that offers riders a thrilling voyage over and through a futuristic Chicago cityscape, immersing them in the action.

The adventure begins as patrons make their way to the *Virtual Rush: Chicago* attraction located next to the *Centennial Wheel* in Pier Park, and take their seats on one of the Pulseworks VR Transporter motion platforms. Using the latest VR head-mounted displays, riders will launch into a fantastical Chicago like they have never seen before. They can look in any direction, seeing the city from previously unseen vantage points, while the dynamic motion platform propels them to new heights of immersion and excitement. Special 4D-effects add an acute sense of realism by marrying the visuals with other cognitive inputs, resulting in a jaw-dropping, thrilling experience.

Virtual Rush: Chicago is not only a visual odyssey, but a high-tech interactive game that allows patrons to compete with other nearby riders for the highest score! Newly-developed *Look Targeting* technology allows riders' head movements to be translated into the game, making it possible for them to collect artifacts and trigger scenic changes for points. The ability to see the other riders and their movements heightens the collaborative nature of the experience, adding to the competitiveness of the interaction. Each rider's score is posted for bragging rights on a leader board at the end of the ride.

Chicago comes alive in this new eye-popping VR adventure. The fast-paced aerial journey takes riders over famous Chicago landmarks including Navy Pier and its iconic *Centennial Wheel*, the Chicago River, Grant Park and Soldier Field as they soar through magnificent man-made skyscraper canyons with many other iconic structures. *Virtual Rush: Chicago* takes VR to a whole new interactive and collaborative level!

"Virtual Realty is leading the innovation in immersive entertainment and we offer Chicago residents and guests a whole new way to experience this wonderful city," said Raj Deshpande, President and CEO of Pulseworks. "*Virtual Rush: Chicago* is a thrilling blend of artistic content and cutting-edge technology that creates a truly memorable "wow" for guests at Navy Pier".

ABOUT PULSEWORKS

Pulseworks, headquartered in Atlanta, Georgia, specializes in the production and manufacture of immersive entertainment content and motion simulation products for its many owned and operated locations across North America. It has ridden and wowed many tens of millions of riders at leading institutions and destinations for more than twenty years.

For more information, contact 770-916-1722 or visit www.pulseworks.com.