



A NEW LEVEL
OF EXCITEMENT
IN THE BUMPER CARS
WORLD.

VR experience

ENTER IN THE WORLD
OF VIRTUAL REALITY
OF SOLI BUMPER CARS DIVING
INTO NEW FANTASTIC
EMOTIONS
WHEN FANTASY
PREVAIL MAGIC STARTS

PLAY
WITH US

VIRTUAL REALITY

NEW EXPERIENCE

APP



Munich, Germany (September 18, 2019) – SPREE Interactive (www.jointhespree.com), the company formerly known as Holodeck VR are pleased to announce an exclusive partnership with I.E. Park, for the distribution of a turn-key VR Bumper Car system that is developed and provided together with virtual reality pioneers VR Coaster GmbH & Co. KG into the FEC market. I.E. Park srl Soli Bumper cars an internationally recognized brand leader in the leisure and amusement industry, with its headquarters in Reggio Emilia Italy has a long history of producing quality Bumper Cars and attractions for amusement locations worldwide.

The turn-key system will see SPREE Interactive responsible for the patent-pending VR tracking technology and bumper car specific adjustments, I.E. Park will be responsible for the Bumper Car hardware and infrastructure. Interactive experience content, multiplayer gaming server system and durable LBE Virtual Reality Hardware will be provided by and licensed from VR Coaster GmbH & Co. KG.

Adding a VR layer on top of an industry staple attraction such as Bumper Cars is a perfect example of how new immersive technologies can be applied. The turn-key system is set to improve guest experience and offer operators ways to increase repeat play and therefore driving higher revenues.

Jonathan Nowak Delgado, Co-founder and Managing Director of Spree Interactive stated "We are delighted to take this important next step within our growth strategy, in partnership with our long-standing partner VR Coaster as well as with our new partner I.E. Park, an experienced and valued high end distribution partner. This allows us to expand our VR solution even more targeted into the market and follow our mission to provide sociable and fun games. We are optimistic that with this partnership, we can even better spread our core values as they are Simple.Social.Fun. We look forward to a rewarding and long-term partnership."

"With our world's first VR Bumper Cars Attraction, we have once again opened a new chapter in Location Based Virtual Reality," says Prof. Thomas Wagner, Managing Partner of VR Coaster GmbH & Co. KG. "Using the combined Know-How of the teams at VR Coaster and Spree/ Holodeck VR, we were able to create a totally new kind of multiplayer LBE gaming. By adding all the great features that are only possible in Virtual Reality, like driving up walls or on the ceiling, we can convert these classic rides into state of the art, super-immersive VR experiences."

„In this high-tech's era, I.E.Park srl is investing in research which will allow clients have more emotional experiences, creating a sort of parallel fantasy universe where reality remains only a memory, leaving much more space for otherworldly emotions.

This is just the first taste of our continued commitment to adopting advancing technologies - and we are looking forward to let you see other incredible news at IAAPA Orlando!", says I.E. Park's President, Andrea Munari.

SPREE Interactive and VR Coaster collaborated together to develop and realize the world's first operational VR Bumper Car system located in the heart of Bavaria Germany at Schloss Thurn Experience Park.

About Spree Interactive:

Spree Interactive is a pioneer and leader in delivering turn-key large-scale, multiplayer, free-roaming commercial VR attraction systems for the location-based entertainment industry. The company uses proprietary patented sensor fusion technology, exclusively licensed from Fraunhofer IIS R&D Institute in Nuremberg, optical tracking hardware provided by Qualisys AB, and onboard inertial measurement units (IMUs) to create a platform for high-volume free-roaming VR attractions.

It is the only LBE VR massive-scale technology platform that is explicitly open to all third-party content developers. The company offers complete solutions that can be installed quickly and operated efficiently. Spree is a one-stop shop that makes it easy for owners and operators to offer innovative virtual reality attractions to their visitors. Spree's distribution partners market the solutions to several location verticals like shopping malls, family entertainment centers, theme parks, casinos, sports centers, resorts, water parks and cruise ships.

About VR Coaster

VR Coaster GmbH & Co. KG is the leading supplier of Virtual Reality Experiences on real ride attractions. The in-house creative team of VR Coaster produce the exciting, high-end VR applications: With years of experience in VR, realtime 3D and Game Design development, as well as with their own high-performance graphics framework, VR Coaster has already transformed more than 60 coasters and drop towers worldwide into cutting-edge Virtual Reality Rides.

About I.E. Park

I.E. PARK – SOLI manufactures and supplies amusement rides, rollercoasters and bumper cars for indoor and outdoor amusement parks all over the world.

The group was formed by I.E.Park (founded in 1965 by Corrado Munari) and Soli (founded in 1929 – when the first Soli bumper car was produced). With the aim to offer the best technologies and services, our business has been expanded in new sections of the family amusement industry. Today, thanks to the high content of quality, design, technical innovations, aftersale service, affordable prices, the whole range of products has experienced a continuous and growing success.

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