



SPREE INTERACTIVE AND PIXOMONDO DEBUT
MISSION TO MARS FREE ROAM VR EXPERIENCE
AT IAAPA EXPO 2019

Hollywood Effects and Storytelling Combine with Family-Friendly VR

Nuremberg, Germany and Los Angeles, California, USA (November 20th, 2019) – IAAPA EXPO 2019 - SPREE Interactive, leading provider of active free-roam virtual reality experiences has teamed with global visual effects company Pixomondo on Mission to Mars, a new interactive virtual reality experience. **The SPREE team is pleased to demo Mission to Mars during the IAAPA Expo at Booth: E7031**

Mission to Mars is a location-based, state-of-the-art VR adventure that investigates humanity's possible survival on planet Mars. It allows groups of up to 20 players to experience free-roam virtual reality simultaneously.

Using SPREE's state of the art technology, Mission to Mars players roam the arena and dive into the immersive world, imagining and experiencing a journey to Mars. Players are divided into small teams and assigned different tasks to get to know the dangers and virtues of the red planet, while gathering information and cooperating with their team members.

Pixomondo worked on the concept of the gameplay, the visuals and the complete production of all content and software development. Tapping into its entertainment and innovation expertise, the Academy and Emmy award-winning VFX company was able to create a realistic-looking multi-player game.

"Working on Mission to Mars with SPREE gives Pixomondo the opportunity to combine our Hollywood VFX and storytelling experience with their interactive gameplay for an exciting cinematic blend," said Marcel Haller, producer of Pixomondo's Stuttgart studio.

"Mission to Mars enabled SPREE to fully explore total VR immersion in the location-based entertainment space as never seen before," added Risa Cohen, SPREE's Executive Producer. "By partnering with Pixomondo, we are able to bring the high-level

graphic quality of the best Hollywood films and combine it with the game design talent in the SPREE studio.”

Pixomondo’s work on visuals and gameplay for this project was fundamental to the creation of an immersive, well-rounded experience. The award-winning studio's entertainment and innovation expertise enabled Pixomondo to create a realistic looking multiplayer game that followed SPREE’s mission to provide entertainment that is SIMPE. SOCIAL. FUN.

In May, SPREE Interactive received a substantial investment from media giant ProSiebenSat.1 in part to develop exciting new partnerships and explore ways to excite audiences with totally new formats of interactive entertainment, transporting them to places they have never been. The Mission to Mars project is an example of a new direction for SPREE, who endeavor to become a VR platform for movie and TV studios and other entertainment partners like Pixomondo.

Pixomondo (Booth 1390 at IAAPA) won a Best VFX Oscar for the Martin Scorsese film Hugo and has been awarded multiple Emmys for its dragon work on the long-running HBO series Game of Thrones (I removed the ampersand). Its Themed Entertainment division is currently providing the visual media for Aerosmith’s Deuces Are Wild Las Vegas residency, as well as the touring shows Jurassic World Live Tour and the Elf on a Shelf Musical Tour.

Images from Mission to Mars:

https://www.dropbox.com/sh/dq5h9tzfry5yocj/AAAqpg_4avvogzF6Xenb1GeEa?dl=0

ABOUT SPREE INTERACTIVE:

SPREE Interactive, formerly known as Holodeck VR, is a pioneer and leader in delivering turn-key large-scale, multiplayer, free-roaming commercial VR attraction location-based entertainment industry. 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 PIXOMONDO:

Pixomondo produces visual effects for feature films, television, gaming, commercial and themed entertainment industries. The studio offers 24/7 visual effects production and supervision, CG character creation, 3D animation and pre-visualization as well as the development and creation of innovative original concepts. Pixomondo won an Academy Award for its VFX work on Martin Scorsese’s Hugo. Other film credits include the Fast & Furious franchise, Bridge of Spies, Wonder Woman, Goosebumps 2, The Wandering Earth and Girl in the Spider’s Web. Recent television credits include The Orville, Star Trek: Discovery, The O.A., Westworld, Goliath and Game of Thrones. The company’s immersive entertainment work is currently on display at Warner Bros. World Abu Dhabi Theme Park, including the

celebrated Green Lantern flying theater attraction, as well as the Times Square, NY walk-through digital aquarium experience, National Geographic Encounter: Ocean Odyssey.

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