



MEDIA RELEASE

Thursday 21st July 2016

The Southern Hemisphere's First Virtual Reality Coaster Experience is coming to Warner Bros. Movie World

Warner Bros. Movie World has announced a unique and immersive experience for guests with the launch of the Southern Hemisphere's first Virtual Reality rollercoaster experience opening in September 2016.

The park's iconic Arkham Asylum coaster, which was developed in partnership with Warner Bros. Consumer Products on behalf of DC Entertainment, will be launching with Virtual Reality transforming the ride into a 360-degree experience with the technology seamlessly syncing the physical attributions of the popular coaster with the visual to take guests on a multi-dimensional journey while reaching speeds of up to 85km/h and pulling 4.2Gs.

Warner Bros. Movie World General Manager, Greg Yong said this is an exciting announcement for the park with the revolutionary technology sure to offer an all new experience for guests.

"As Warner Bros. Movie World celebrates its 25th anniversary, we are excited to announce we are bringing this innovative technology to one of the most exciting, signature attractions at the park," he said.

"With the addition of the Virtual Reality technology to the Arkham Asylum ride, which is inspired by Gotham City's asylum in the world of DC's Batman, guests will experience the synchronization of thrilling twists, turns and loops of the coaster with the virtual world of high-definition imagery and visuals created.

"Guests will wear specialised Virtual Reality headsets as they embark on an epic multi-dimensional journey unlike anything ever experienced at the iconic Warner Bros. Movie World theme park."

The Virtual Reality experience at Movie World will be powered by VR technology and will revolutionise the traditional rollercoaster experience. The Virtual Reality experience will be a pay-for-play experience.

With the all new DC Super-Villains Unleashed and the Doomsday Destroyer opening this October, plus a major attraction announcement in the coming weeks, Warner Bros. Movie World is set to welcome a new era of entertainment for the Gold Coast and Australia.

For more information and to stay-up-to-day with the Virtual Reality Coaster please visit movieworld.com.au or call 13 33 86.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Entertainment

DC Entertainment, home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.

Batman and all related characters and elements are trademarks of and © DC Comics.
(s16)

****ENDS****

Media Contact:

Mitchell Olivey | P. 07 5573 8478 | M. 0403 279 973 | E. mitchell_olivey@vrtp.com.au