



PRESS RELEASE

Under embargo until March 29, 2017 9:00 AM Pacific Time

Kenzan Studios Launches KENZAN ARENA The First Cutting Edge VR Playground that has Profitability in its DNA



Geneva, Switzerland, March 29, 2017 – Today, in San Jose at SVVR, multiple award-winning Kenzan Studios unveils the **most advanced VR real world gaming playground to date**.

The high precision hybrid tracking system, which was developed in collaboration with our Chinese partner Noitom, sets a new benchmark in both accuracy and latency in three-dimensional space. **Kenzan Arena is also the biggest free roaming playground of its kind** - although scalable to any client's requirements.

But tech itself is not attractive without compelling content! Kenzan Arena offers a **variety of beautiful and fascinating games that target children, families and adults**.

Kenzan Arena will be **sold on a franchise basis** and will change the face of shopping malls and leisure centers around the globe. As Kenzan Studios is focused on delivering high quality content to the VR market, Kenzan Arena will be the place where people can discover new worlds together. The first Kenzan Arena playground is scheduled to open in late summer 2017 in Zurich Switzerland.

Hybrid Tracking System

During our creative journey a strong bond was forged with our Chinese partner Noitom Ltd, which is a pioneer in the field of motion capture. Like Kenzan, Noitom has the drive and knowledge to develop ground-breaking ideas into perfectly usable solutions. **Noitom's motion tracking technology enables Kenzan to mix the real world with the virtual world - creating an ultimate illusion for the players.** Players can touch and manipulate objects in their environments both physically and virtually. To further augment the experience, Kenzan integrates wind and flight simulators into the experience to simulate a set of different vehicles in the games.

Games

"Kenzan Arena is a place where technology allows everyone to discover extraordinary worlds, in the best possible way. Comfort and safety are of utmost importance. But for me, emotions, beauty and artistry remain non-negotiable values." says Pascal Montjovent, Director of Creative Research & Development at Kenzan Studios.

The Lost Pit VR is a multiplayer FPS hardcore game targeted at adults. In a futuristic Roman style colosseum, on a planet far away, up to 12 players fight for survival on floating platforms. As a bonus, two players are able to actually fly futuristic motorbikes over and under the platforms.



*In Game Screenshot **The Lost Pit VR***

EnigmAttic VR is a game created for groups of friends or families. In this mysterious escape room players have to work closely together to get out of the attic - and to transform from ghost back to human being. The room is both virtual and physical and Kenzan offers a variety of clever brain teasing puzzles players must solve.



*In Game Screenshot **EnigmAttic VR***

Holiday Break VR is a single player game created for children and families around every conceivable holiday period, be it Halloween, Easter, Christmas or even Valentine's Day. Points are accumulated and rewards / discounts distributed by the hosting venue - tailored to their holiday offering.



*In Game Screenshot **Holiday Break VR***

Starpirates VR is a single player game created for children and families. The player finds himself on a futuristic Jules Verne inspired pirate ships and shoots and smashes as many bottles as possible in the allotted time. As with Holiday Break VR points are accumulated that can be used for rewards and discounts by the hosting venue.



*In Game Screenshot **Starpirates VR***

Content updates and additional equipment

Kenzan Studios releases updates for all its games at least two times a year. New games will follow every 12 months. As Kenzan Arena is a plug and play solution, updates will be delivered **over the air**. Furthermore, new cutting edge hardware will frequently be provided to the operators.

As a highlight Kenzan Arena will offer Multiplayer Competitions between multiple Kenzan Arena to bring E-Sports to a new level.

Equipment

Each Player is equipped with a backpack PC, a head mounted display and a set of controllers or special weapons. These are wireless, free roaming experiences. Depending on the game, either Noitom's motion tracking technology or the HTC Vive platform will be used. The games presented are Kenzan Studios Originals and use custom built add-ons to bring all experiences to the next sensory level.

The entry level version of Kenzan Arena is a standard 200 square meter area (2150 sq ft) where up to 12 players can simultaneously participate. Therefore, the recommended space of a Kenzan Arena facility is 400 square meters (4300 sq ft). In addition to the 200 square meter playing area we recommend 100sqm waiting area and 100sqm for reception, coffee area, storage and operations. The minimum ceiling height is 3.5 Meters. On request, Kenzan Arena can be scaled to fit the structural circumstances of the operator's facility. Further information and a sample construction plans will be published on kenzanarena.com.



Licensing and Availability

Kenzan Arena is sold in a franchise model and is now available upon request, worldwide.

Return on Investment

From the start, Kenzan Arena will provide an excellent return on investment. Games are designed not only to ensure returning customers but also to deliver a high revenue per square meter/square foot used. Kenzan Arena was created for urban areas such as shopping malls, city centers and leisure centers - and all other venues that have high footfall. Once all the sensors are set up and the batteries are fully charged, Kenzan Arena is a plug & play solution which does not require specially qualified employees.

"Profitability of a Virtual Reality arcade starts with game design. We have optimized our games specifically to have a high revenue per square meter per player. Additionally, the system runs plug and play and requires low maintenance." added Ronny Tobler, CEO of Kenzan Studios.

About Kenzan Studios

Kenzan Studios is an award-winning Geneva (Switzerland) based company focused on creative content aimed at delighting consumers and helping businesses grow their customer base. **Their expertise has earned Kenzan Studios awards at Los Angeles' SIGGRAPH 2015, the VR Hollywood Summit in 2016 and a recent grant from Epic Games, for "outstanding work".**

Building on innovations pioneered in the **VR Time Machine** created for DuPont Performance Materials and the **VR Promotion & Entertainment** product created for Coop shopping malls in Switzerland, the foundations for Kenzan Arena were laid - destined at sharing VR games and experiences to the public. With Coop's 2017 Virtual Reality Roadshow alone, 2 million people will discover Kenzan Studios' product.

Founded in 2006, Kenzan Studios currently employs more than 40 professionals. With its in-house team of creative directors, visual artists, animators and developers, Kenzan delivers complete original virtual reality environments and characters, along with animations, visual effects and dedicated user interfaces.

For further information, demos about Kenzan Arena or interview requests, please contact:

Yvonne Pedersen

Tel: +41 22 700 77 00

Email: yvonne.pedersen@kenzantech.com

PRESS IMAGES AND PREVIEWS OF: KENZAN ARENA

Please send an email to yvonne.pedersen@kenzantech.com to request a password to login to our restricted press gallery: <https://kenzanstudios.com/press>

