



## **Zero Latency Shifts into High Gear in Karting Center Segment with Second Epic Virtual Reality Game Arena Deal this Month**

*World-Class Karting Location near Tulsa to Join Phoenix in Offering Cutting Edge VR Games for up to 6 Simultaneous Players that Bring People Together for Memorable Experiences*

Melbourne, Australia – May 18, 2017 – Zero Latency, the Melbourne, Australia-based pioneer and world leader in cutting-edge free-roam VR gaming, announces a new epic-scale, multiplayer virtual reality gaming arena will open this spring in Oklahoma’s greater Tulsa area. Xtreme Racing & Entertainment, a premier indoor go-kart racing facility, will debut the Xtreme Virtual Reality arena powered by Zero Latency during the first week of June in Broken Arrow, Oklahoma.

This comes on the heels of an announcement earlier this month that Octane Raceway in Scottsdale, Arizona, plans to debut the Velocity VR arena powered by Zero Latency this Memorial Day. Both 2,000+ square foot arenas will be the first of their kind in each region of the country, and represent the first Zero Latency arenas constructed as upgrades to current world-class karting centers.

These will join arenas in operation around the world constructed as free-standing locations or integrated into resorts and FECs in Japan, Madrid, Australia, and the United States with more on the way in Boston, Philadelphia, and beyond. Zero Latency is the only company to offer epic social virtual reality gaming adventures for up to 6 players.

“There is an obvious fit between the white-knuckle experience of kart racing and Zero Latency’s mind-blowing virtual reality games,” notes Bob Cooney, Zero Latency’s head of global business development and an amusement industry and VR veteran. “Zero Latency’s appeal to millennials seeking high-adrenaline entertainment fits a karting center’s customers like a driving glove. Our per-minute pricing models are almost identical to high-speed track time too, creating a combination that leverages the 25-40 year old customer base of any indoor karting center to increase utilization and profits.”

Zero Latency-powered arenas have no physical walls or obstacles, which means teams of players freely roam, walking, exploring and fighting together through wildly different virtual terrains from breathtaking vistas of enchanting landscapes to dense, post-apocalyptic urban settings littered with virtual obstacles.

Each player has an opportunity to lead the pack, be a hero, support the squad, or discover their own role while battling hoards of brain-hungry undead in “Zombie Survival.” The otherworldly “Engineerium” whisks players to an enchanting and gravity-defying realm where only communication and cooperation can unlock new paths to their mysterious goal. Zero Latency will release additional immersive games designed to pull teams of players deeply into fantastic worlds. Next up will be “Singularity,” an action-

packed deep space mystery that sends a squad of players to a spaceship, tasked with exploring the vessel to unravel what happened to the missing crew while battling hordes of marauding robots.

“Zero Latency is focused on making VR gaming a truly social and exciting experience that brings groups together, which makes our arenas a perfect fit as attractions at karting centers,” highlights Tim Ruse, co-founder and CEO of Zero Latency. “Kart racers like to literally be behind the wheel and drive their experience, essentially controlling their own adventure, which is precisely what they will love about our free-roam VR. Every play-through of a Zero Latency game is different and unique; and every player has an impact on the players in the adventure with them.”

Players in Zero Latency-powered arenas see each other as full-motion avatars with their names hovering above them. They stay in constant touch to strategize, call for help, warn their teammates, or banter together through a Razer integrated headphone / microphone unit. Players are provided a cavernous amount of room to roam freely and un-tethered in the game outfitted with OSVR HDK2 virtual reality headsets while wearing a military-grade backpack containing a high-performance Alienware PC gaming computer. They carry a perfectly-weighted, custom-made simulated weapon for game sessions that require firepower.

“Zero Latency was the obvious choice for the expansion of our facility into VR,” said Jason Wright, co-owner of Xtreme Racing & Entertainment. “It’s not just because Zero Latency is high action and intense just like our kart racing features, but also because they have been doing this longer than anyone else and have arenas successfully up and running across four continents. When building your business with leading-edge technology like virtual reality, proven experience is immeasurably valuable.”

Scott Sanders, CEO of Octane Raceway, adds “Zero Latency’s patent-pending technology lets us meet Octane Raceway’s commitment to offer the most exciting and immersive experiences for our customers.”

The company’s existing gaming arenas range from 2,000 to over 4,000 square feet, making them up to five times larger than any current free-roam VR gaming environment.

#### **About Zero Latency ([www.ZeroLatencyVR.com](http://www.ZeroLatencyVR.com))**

Zero Latency is the pioneer and global leader in free-roam, warehouse-scale, multiplayer, virtual reality gaming. The Melbourne, Australia, based company with game arenas on four continents is fusing creativity and technology to build the most immersive experiences on earth. Zero Latency was named by Fast Company as one of the Top 10 Most Innovative Gaming companies.

#### **About Octane Raceway ([www.OctaneRaceway.com](http://www.OctaneRaceway.com))**

Since 2003 Octane Raceway has been thrilling guests with high-speed kart racing. Traveling at up to 45 miles per hour, guests navigate through a series of straightaways and switchbacks. The only permanent indoor and outdoor kart racing venue in the United States, Octane boasts many activities where guests can drive, dine, meet, relax and enjoy. Open 365 days a year to the general public, the venue is located at the Pavilions at Talking Stick, 9119 Talking Stick Way, Scottsdale, AZ 85250.

#### **About Xtreme Racing & Entertainment ([www.XtremeTulsa.com](http://www.XtremeTulsa.com))**

Xtreme Racing & Entertainment debuted in 2015 as the Tulsa area’s premier indoor go-kart racing facility, featuring high performance, electric go karts on two Formula-1 style tracks. Xtreme Racing & Entertainment is Tulsa’s entertainment hot spot, offering first class experiences that can only be found in one venue in Tulsa. The facility also was created to serve the needs of corporations and individuals for

their parties, meetings, and other special events. It offers spacious meeting rooms, concessions, beer, and a gift shop. Xtreme Racing & Entertainment operates an additional facility in Wichita, Kansas.

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ZERO LATENCY MEDIA CONTACT:

Jonathan Zaleski

310-569-0153

[jonathan@TPRCcommunications.com](mailto:jonathan@TPRCcommunications.com)