



VR
Private Label

Your Partner in Virtual Reality

Introducing Your New Featured Attraction

Virtual Reality

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Executive Summary

Virtual Reality is growing, and rapidly at that. Usage worldwide increased 90% in the past year. As technology shifts society and our behavior, we must all be aware of the impact it has on peoples day to day decisions. Especially in regards to entertainment and hobbies for younger generations. People now have shorter attention spans, and want everything at the ready. We carry our communication, information, and education now in our pockets with our smart phones. For any business that relies on entertaining a crowd, it is paramount that they stay ahead of the curve and offer the most innovative, exciting, fun experiences for their patrons.

Virtual Reality offers this experience by bringing gaming to life.

Overview:

We address the following topics:

- The shift in technology and peoples buying decisions – especially for entertainment
- The solution to providing an innovative, and constantly updating experience for your patrons
- The Private Label VR difference

The benefits of reading on:

- Understand the importance of adaptable, updated experiences for your target market of patrons
- Realize the exponential growth of Virtual Reality and how it translates over the next several years
- Be informed about your choices with VR, the pain points that can occur, and solutions to ensure that you and your patrons have the best experience with a Virtual Reality attraction

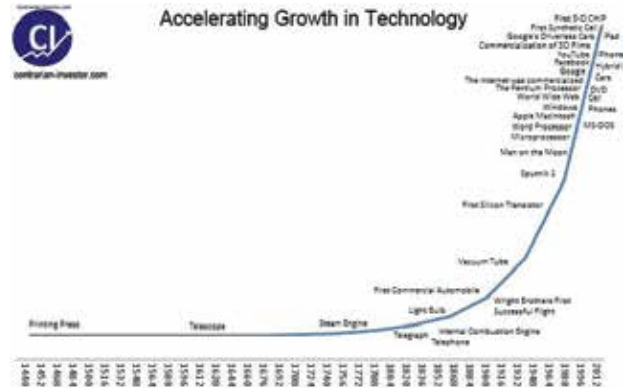
DECISIONS, DECISIONS

People now have more options for entertainment than ever before

One of the leading challenges for Family Entertainment Centers, Amusement Parks, and any activity center is to provide new, innovative, fun experiences that their patrons want to share. Technology is changing fast, and consumer behavior is changing with it. Without adapting, businesses across a multitude of industries – especially in entertainment – will suffer.

The Sea of Entertainment Choices

Gaming devices are now on every person, in their pocket. Entertainment is just a swipe away. Especially for younger generations – whose attention spans continue to shorten. Technology is adding new choices, more conveniently, everyday. And growing:



Younger Generations and the Shorter Attention Span!

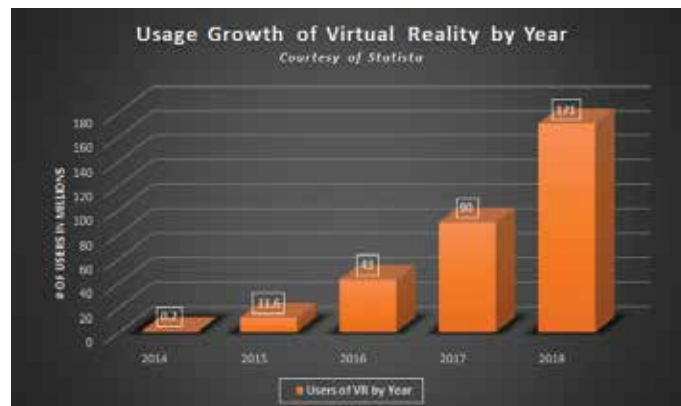
The average attention span is down from 12 seconds in the year 2000 to 8 seconds now. This is less of an attention span than your average goldfish. This was from a Microsoft report published in 2015. For those that are targeting a younger audience, this is even more concerning – **how do you grab someone's attention long enough for them to think, then to act?** Especially when:

The typical American kid (8-18) spends an average of 6:43 hours a day (that's 2,363 hours a year) consuming media.

VIRTUAL REALITY GROWTH

The impact on the entertainment industry

- The entire VR industry is projected to be worth \$5.2B in 2018, and \$45B by 2025, that is growth of 765% over the next seven years
- Use of VR is on pace to grow from 90 million users in 2017 to 171 million in 2018, up 90% in just one year:



VR is Changing, Updating, Improving – Just as Fast as it is Growing!



New games are being produced daily, new headsets are being launched into market quarterly with the latest tech, and the overall experience is improving from the graphics, to the audio, to the comfort of the equipment. Not only is it imperative for entertainment centers to have a Virtual Reality experience, but it's just as important to ensure they have the latest games, latest gear, and latest tech.

The PLVR Difference

Expertise in the Market

As one of the leading innovators in the marketplace – we offer the best overall experience for you and your patrons for VR:



Installation – we build your entire custom setup, and work with you to select the best one that fits you and your customers needs



Training – while at your facility, our team will take you step by step through the system so you and your staff know exactly how to run and manage your VR attraction.



Management & Optimization – our tool is the best on the market for tracking customer behavior, remarketing to former users, optimize usage, and measure your ROI on your VR experience.

Industry Leading Systems

PLVR allows you to have complete control over your VR attraction:

- In-headset game selection
- In-store game list
- Control your booth from a tablet
- Control gaming experience with age restrictions
- Queue line control
- Leaderboard tracking
- Advertising and marketing



A True Partnership

We provide you with the latest updates in VR so you can have access to the best equipment and experiences. We support your attraction after install to ensure you have an optimized experience – both for your customers and for you financially.

- Hardware Guarantee to ensure minimal downtime
- Massive content library – we have over 130 titles available
- Real time support – call us and we will be there to help in whatever way we can

About PLVR

Our purpose is to partner with you in VR to drive the absolute best experience for your customers. We have set the standard for the VR industry in providing the best equipment, customer flow optimization, training, integration, latest & most extensive gaming options and overall Virtual Reality experience for your patrons.