



IMMERSIVE GAMEBOX BRINGS ITS INTERACTIVE GAMING EXPERIENCE TO FIRST LOCATION IN WEST NYACK

2024-09-03

Immersive Gamebox, a leading world-class entertainment venue known for its enhanced group gaming platform, today announces the Grand Opening of Immersive Gamebox West Nyack on September 6, at the Palisades Center.

This is the company's thirty-second location worldwide and its second location in the New York area. This new virtual reality-like concept will house 6 individual Gameboxes. Each Gamebox offers roughly a dozen games and can host up to 6 guests per box. Over 1 million players worldwide have taken on epic adventures via Immersive Gamebox and the company plans for more continued success in the New York market. The innovative concept is from co-founders Will Dean MBE, CEO and Founder of Tough Mudder and David Spindler, who launched Tough Mudder Bootcamp. Immersive Gamebox is a game-changing technology platform that disrupts the traditional location-based entertainment industry. Each Gamebox features motion tracking, projection mapping, and touchscreen technology that transports guests to a parallel universe! Ticket prices range from \$22 to \$42 and can be purchased online and in-store. The venue is Soft Open and offering 50% off tickets through September 5, 2024 with the code Demure50. The Grand Opening and Ribbon Cutting Event will take place on on September 6 at 11am. The first 100 guests of the will receive a free voucher to play. While supplies last.

This innovative experience is part of a new genre of group entertainment where teams are put through a series of games and challenges that can only be successfully completed through collaboration. Designed by the company's in-house game studio, Immersive Gamebox has more than twelve intuitive games currently available, with more games launching quarterly. Its growing library consists of licensed and original intellectual property, with studios such as Paramount launching an immersive Paw Patrol game, Rovio Entertainment, with whom Immersive Gamebox produced the first-ever life-sized slingshot Angry Birds game, and streaming giant Netflix, bringing the hugely popular Squid Games and Black Mirror to life in immersive experiences for ages 16+.

When it comes to fun and games, Immersive Gamebox is in a league of their own with over 25,000, 5-Star Google and Tripadvisor reviews putting them in the top 10% of attractions worldwide. Nothing brings people together like Immersive Gamebox- perfect for family fun, good ol' fashioned hangouts, and even your date night! Not a seasoned gamer? No problem! Games are crafted to be accessible, easy to jump into, and most importantly, fun for everyone. At the core of the company is a commitment to using technology for good.

“As we continue to innovate our concepts to meet the needs of our ever-evolving guests, we are exceptionally thrilled to introduce our first location in West Nyack. Immersive Gamebox is perfect for friends to get together and families to spend quality time together - we can't wait for more people to enjoy our games in Palisades Center.”

Ash Cintas, SVP of Operations, North America

ABOUT IGB

Immersive Gamebox (IGB) is building the world's first immersive entertainment platform to unite people through shared play. The Gameboxes feature a range of cutting-edge technologies such as projection mapping, touch screens using our patented 'Lidar,' 3D motion tracking, and surround sound to deliver an entirely new form of immersive entertainment without any bulky headsets. Teams of 2-6 play 30-60 minute games featuring levels and challenges designed to be fun, social, and collaborative. Co-founded by CEO Will Dean and CFO David Spindler in 2018, Immersive Gamebox currently has 30 locations across the US and EMEA, with more to come. Designed by the company's in-house game studio, Immersive Gamebox has over 12 intuitive games available. IGB was awarded "Travelers Choice" on TripAdvisor for two consecutive years for their deliverance of unparalleled entertainment experiences. For more information and to purchase tickets to Immersive Gamebox, please visit immersivegamebox.com.