

Virtual Reality "made in France" settles in Las Vegas



[January 2021] **BackLight studio opens its first Virtual Reality park** in Las Vegas' brand new experiential entertainment center: **AREA15** (<https://area15.com>). Centerpiece of its international deployment, this physical location allows the Parisian studio to show off the French colors of digital creation in the entertainment capital.

Thanks to collaborations with groups such as Koezio, Ymagis or more recently with the famous choreographer Blanca Li, **BackLight** now has an unparalleled catalog of entertainment experiences in **Hyper Reality** (virtual reality experiences that include a physical dimension and additional sensory such as vibrations, wind, sensations of hot or cold, smell, etc.). With the opening of this room, the launch of the OZ Experience offer confirmed. The brand that BackLight created to bring together these licenses for entertainment venues lives. The experiences people can live there are ultra immersive creations already distributed around the world and reflect both the studio's know-how and the quality of its experiences. OZ Experience is a concept focused on interaction and hyper reality, considered by BackLight as the key to a successful virtual reality experience.

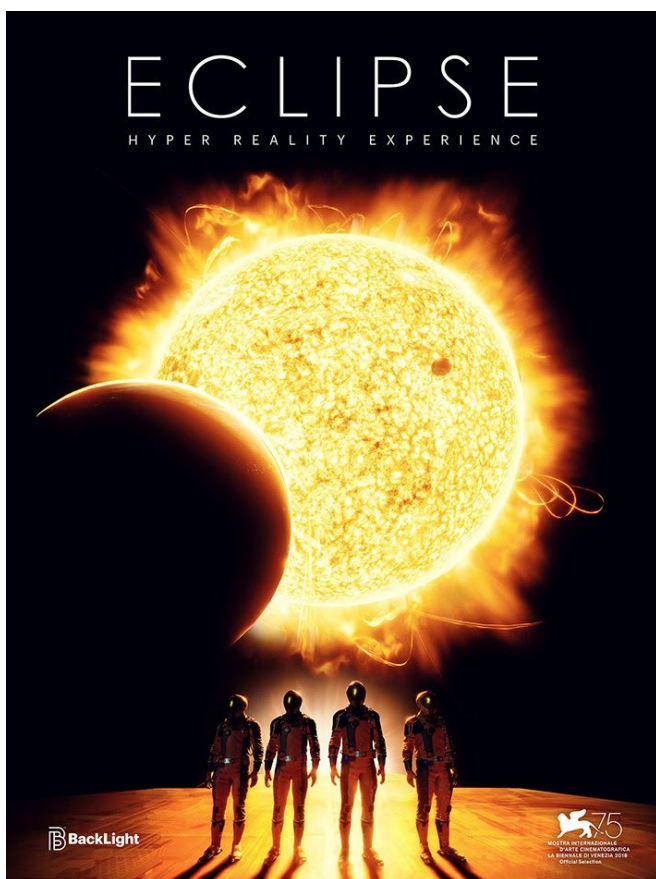
Photo
credits:
ILLUCITY



“Forget everything you know about Virtual Reality” - the OZ Experience claim.

The OZ Experience rooms are filled with 100% French and 100% independent creations, all developed at BackLight. Highly technical installations promote immersion and show the public the real immersive potential of experiences that are, by definition, not accessible at home. But OZ also enhance experiences far from the usual zombie shooting games, because the trademark of BackLight lies in the care given to the artistic dimension of its creations: narration, advanced graphics, collaborative game mechanics, to be shared with family, friends or colleagues - who put freedom of movement and action at the heart of their operations.

AREA15 – the perfect place where the virtual could become real.



AREA15, located minutes from the Las Vegas Strip, is the world’s first purpose-built experiential entertainment complex offering live events, immersive activations, monumental art installations, unique retail, ground-breaking technology, bars and eateries and much more. A space where visitors can walk around a volcano, throw axes, take part in zipline races, exploring all kinds of fascinating, futuristic and vintage universes. Visitors are looking for experiences, novelties, unforgettable moments and thrills. Conditions that BackLight considered perfect to launch the OZ Experience room, an offer that answers to a growing interest in virtual reality.

The 1800 fsq room opened after 18 months of work, the very first of its kind, and will serve as a test for the studio which is already studying an opening in Europe for the end of 2021. Plans which remain dependent on the pandemic and on containment policies.

Poster of the ECLIPSE experience: escape game in virtual reality, awarded at multiple festivals, including that of the

prestigious Mostra. ECLIPSE is in AREA15, Las Vegas.

À propos de BackLight

Amongst pioneers in modern VR, BackLight (founded in 2008) is the most rewarded for VR Brand Content and one of the most prolific studios with nearly 60 projects developed. BackLight develops today its own licenses for LBVR, bundled in the “OZ EXPERIENCE” catalog. <https://backlight.fr>

Website: <https://oz-xp.co> [Trailer](#)
Social networks: [facebook](#) / [twitter](#) / [instagram](#)

Elodie Maizeray | Head of Communication
elodiem@backlight.fr