



Press release
- for immediate publication -

EXIT VR® switches to expansion course and extends portfolio with mini game collection HUXMANJI

Berlin start-up invests and sets the course for growth

Berlin, March 16th, 2020 – After the lasting success of the HUXLEY location-based VR adventures in the past two years, the Berlin start-up EXIT VR® expands the HUXLEY universe with the brand new mini-game collection "HUXMANJI". The bundle, which contains three competitive and entertaining skill games in the HUXLEY universe, is designed for 1 - 4 players and does not require constant supervision during the game thanks to the simple but addictive game mechanics.

Each of the three games requires a mixture of speed, skill and combinatorial ability. In *Blazing Arrows*, players stand on a floating platform and must destroy a variety of geometric shapes and patterns. In *Drone Zone*, on the other hand, players are back on the roof of their own workshop, where they quickly charge the waiting drones with energy. If this takes too long, the drones explode, and the player loses points already collected. *Midnight Magic* is a bit trickier: with the help of their mirror image, players have to solve varied puzzles to work their way up level by level.



All three mini games can be played either individually or as a tournament in succession to determine an overall winner. Thanks to the maximum time limit of three minutes and the competitive multiplayer aspect, HUXMANJI also offers an extremely high replay value with a maximum playing time of 11 minutes including menu navigation.

The launch of HUXMANJI on 16. March 2020 also marks the starting point for intensive expansion efforts on an international level. Already in the second half of last year, the company set the course for its ambitious future plans, which are now entering the concrete implementation phase.

"With HUXMANJI, we are expanding our blockbuster experiences and offering our guests worldwide an extended and entertaining gaming experience. At the same time, HUXMANJI will allow us to operate on smaller playing areas than our Free Roam titles, thus serving the arcade market for the first time and giving our partners more flexibility in their offerings," says Max Mühlbach, CEO of EXIT VR.

From now on, all B2C activities and measures will be bundled under the label brand "HUXLEY VR - Virtual Entertainment" and charged and concentrated with its brand values: High-quality gaming experiences with excellent graphics, multiplayer, family friendliness, freedom of movement. EXIT VR functions as a corporate umbrella brand, which combines the strategic sub-sectors License (license model, distribution, B2B marketing), Care (accounting, general support and marketing support for licensees) and Production (studio, development, technology).

HUXLEY VR offers high-quality and exclusive virtual reality content with story-based escape room adventures and entertaining skill games. By using standardized components, the implementation is connected with manageable effort and costs. The flexible setup and low running costs allow an efficient use of the space. With Fixum and PPU, the license model offers two attractive options for the sustainable operation of the LBE VR offerings. HUXLEY VR thus positions itself as a strong and reliable brand, including a comprehensive benefits package, including regular updates, technical support and value-added marketing activities.

About EXIT VR and HUXLEY

EXIT VR® is a joint venture of EXIT® and the Berlin VR Studio Trotzkind. Together with a team of 10 people, the four founders created the first game HUXLEY within seven months. In the meantime, more than 20 developers, 3D artists, concept artists, sound designers and other employees work in the HUXLEY universe. The VR Live Adventure combines Live Escape Game and Virtual Reality into a unique digital experience. The first game "HUXLEY - Save the Future" has been awarded several times, with "HUXLEY 2 - The Adventure Begins" a new challenge is waiting for the players, a third part is already planned.

About EXIT®

EXIT® was founded in 2014 by Rael Hoffmann and Max Mühlbach and is Berlin's first and now largest provider of live escape games - for which the company is also known throughout Germany. In an old air-raid shelter on Berlin's Alexanderplatz, groups of two to fifty players can choose from six different missions. Further information is available at www.exit-game.de.

About TROTZKIND

Trotzkind GmbH is a Berlin-based multimedia agency that develops content and technologies in the field of immersive media such as VR, AR 360° videos, films and interactive installations. They master the art of digital storytelling by cleverly combining the interactivity of games with the emotionality of film language. Trotzkind works on technical innovations such as photo-realistic three-dimensional reconstructions of objects and bringing filmed people into virtual worlds. Further information is available at www.trotzkind.com

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