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FOR IMMEDIATE RELEASE

## **New, Immersive Virtual Reality Experience Launches in Westchester**

[The Edge VR](#) featuring a new, immersive VR experience, The Edge of Space, is now open to adults and kids 10+ who want to enter another world – where transforming into a Voyager and reaching the outer limits of the universe is a fun and unique way to spend an afternoon or evening. What makes it better and different? Patented magnetic calibration technology that allows for full body tracking without hand controllers or heavy backpacks.

Passion for technology and a drive to create an elevated experience unlike anything in the virtual reality space is how [The Edge VR](#) was created. After dedicating several years to the development of an advanced experience they could bring to the public, Founders Adam Anfiteatro and Steven Leo are excited to open their first showcase location in Croton-on-Hudson, New York.

"Five years of study in the industry have given us a deep understanding of the limitations of the current VR offerings and the potential beyond what has been accomplished so far. We've opened up a world of possibilities," said Adam Anfiteatro, CEO of The Edge VR.

Two recent visitors to the VR studio offered reviews noting it was an "amazing experience," with an "...environment and storyline that really feels immersive." For those who have tried awkward home gaming setups or arcades that offer a basic, seated ride, this is unlike anything they have had access to before. For those who are new to VR, it's mind-blowing to put on light gear and roam into another world where they can interact with other people and physical objects.

Once their journey is complete, our Launch Crew presents the Voyagers with a short video clip of their experience and a QR code that brings to life an animated version of their own Avatar from The Edge of Space. They depart the studio with this custom video and AR Avatar that they can record on their phone and share with friends. Get ready to Take the Leap!

### **The Edge VR**

Hours: Tuesday to Thursday: 11am - 10pm, Friday & Saturday: 10am - 10pm, Sunday: 12pm – 9pm  
\$29.95 per player *Advanced tickets available online. Walk-ins welcome.*

#### For more information:

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