



## THE VIRTUAL REALITY FOUNDATION ANNOUNCES VRLA SUMMER EXPO 2016

*Experience cutting edge VR demos at VRLA Summer Expo*



July 15, 2016 - The Virtual Reality Los Angeles (VRLA) Expo, presented by Radeon Technologies Group, is back and bigger than ever! This year's summer event at the LA Convention Center on August 5th and 6th, will feature musician, comedian, and immersive media icon Reggie Watts as Saturday's keynote speaker. Watts is best known for starring in the IFC series "Comedy Bang! Bang!," films like "Pitch Perfect 2" and "Creative Control," and leading the house band for "The Late Late Show with James Corden."

In addition to Watts, the event will feature a variety of immersive experiences from innovative companies like HTC, Skullcandy, GoPro, Google, Dolby, Deluxe, Envelop VR, MSI, Technicolor, Boost VC, Otoy, and Talon Simulations who will be providing demos of their VR motion systems which are capable of simulating race cars, roller coasters, and fighter jets. The expo will also host the world's first VR Rave, presented by Skullcandy, the Official Audio Partner of VRLA Summer Expo.

"Our goal is to continue promoting the widespread adoption of VR by giving futurists a place to congregate and discover where new technology, game-making, filmmaking, art, and storytelling intersect," said Cosmo Scharf, Co-founder of VRLA. "We're thrilled to have such an amazing lineup of exhibitors, panelists, and speakers!" After only two and a half years, VRLA has grown exponentially from a 100-person meetup group in 2014 into a two-day expo attracting 6,000 VR and AR fans from around the world. "It's amazing that VRLA has built such a vibrant community in such a short time.

Visitors will see cutting-edge demos of the most exciting projects in development for the Oculus Rift, HTC Vive, PlayStation VR, Microsoft Hololens, and Samsung Gear VR. Additionally, attendees can look forward to VR arcades, 360-cameras, motion simulators, 3D scanners, and the latest in CG and VFX technology. Tickets for VRLA Summer Expo start at \$30. For more information, please visit [www.virtualrealityla.com](http://www.virtualrealityla.com).

### **About The Virtual Reality Foundation**

Founded in 2014, The Virtual Reality Foundation is a non-profit that was created at the nexus of the emerging medium of virtual reality and Los Angeles' entertainment industry. The foundation produces the semi-annual VRLA expos, where a new generation of technologists, enthusiasts, and thinkers converge to try the latest immersive experiences, consumer gear, and creators' tools. The Virtual Reality Foundation will also host the third annual Proto Awards in the fall of 2016 - the first-ever awards show for virtual reality content.

### **About Talon Simulations**

Located in Orlando, FL, Talon Simulations, LLC is a small business specializing in hardware/software integration of virtual reality vehicle simulations. They have a passion to create the most immersive and exciting experiences at a price point that is more accessible to greater audiences. Talon is the official distributor in North and South America for UK Based Simulator Manufacturer and Atomic A3 Product Owner Atomic Motion Systems.

### **Contact Information:**

Brandon Naids

CEO/Co-Founder

Brandon@talonsimulations.com

[www.talonsimulations.com](http://www.talonsimulations.com)

**@TALONSIM**  
**#TALONSIM**

