

6th October 2023

GAME-ON!

NEW IMMERSIVE GAMEBOX COMES TO MERLIN OBERHAUSEN ATTRACTIONS TO BRING THE ULTIMATE FAMILY ADVENTURES TO YOU!

- Chosen as one of the First Merlin Sites to Host the Brand-New Partnership for Spectacular, Family-Centric Immersive Experiences
- Get Ready for a Magical Journey with a Spectacular Immersive Gamebox opening in December 2023

Get ready for an exhilarating journey as Merlin Entertainments, known for iconic attractions like SEA LIFE aquariums, LEGOLAND® Discovery Centres and Madame Tussauds, partners with Immersive Gamebox, a trailblazer in interactive group gaming. This exciting collaboration is set to create unforgettable immersive family experiences that will ignite the spirit of adventure and fun through interactive smart rooms.

Immersive Gamebox is currently at the forefront of 27 play locations across the UK, USA, Europe, and the United Arab Emirates, offering an action-packed gaming adventure in its interactive smart rooms for groups of 2-6 players, where age and abilities are no barriers. Picture motion tracking, projection mapping, touch screens, and surround sound all work in harmony to transport you to a virtual world without any bulky headsets.

Set to launch in Merlin's existing estate in Sydney, Australia and Oberhausen in Germany by the end of 2023. The Gamebox locations will host eight free-standing Gameboxes, each accommodating 2-6 players per session. Games will range from an exciting 30 minutes to an epic 120-minute adventure. This means there's something for everyone, whether you're up for a quick challenge or an all-day gaming extravaganza.

Sydney/Oberhausen is just one of two premiere cities getting the new tech spaces with future plans set to expand to more locations in the UK and the US in 2024 and 2025.

Immersive Gamebox has over 13 games to choose from including Squid Game based on the hit Netflix show, Angry Birds, PAW Patrol, Shaun the Sheep, Ghostbusters and a new thrilling 'AI Nightmare' game coming this October.

"We can't wait for families from Oberhausen to step into a world where imagination knows no bounds and adventure awaits at every digital turn. Immersive Gamebox brings an exciting game lineup and interactive experiences which will bring families closer together whilst creating unforgettable memories that will be cherished for a lifetime. We can't wait to open our doors in December so guests can discover these amazing spaces where teamwork, laughter, and excitement reign supreme. These spaces aren't just for gamers; they are for all the family to take fun to the next level." says Martin Lind, General Manager of the Merlin Oberhausen attractions.

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For more information on IGB and to purchase tickets, please visit immersivegamebox.com/.

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 140 attractions, 23 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

About Immersive Gamebox

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 26 locations across the UK, US and EMEA with more to come. Designed by the company's in-house game studio, Immersive Gamebox has over 13 intuitive games available to choose from. IGB was awarded 'Travellers Choice' on TripAdvisor for two consecutive years for their deliverance of unparalleled entertainment experiences and has over 24,500 5-star customer reviews. For more information, and to purchase tickets to Immersive Gamebox, please visit immersivegamebox.com.
