

MAVERICK VR AMAZES GUESTS AT SUPER BOWL LII

The Super Bowl, the biggest entertainment event of the year, holds a special place in our culture. Millions of parties, cookouts, travel and work schedules all revolve around this thrilling combination of sport and spectacle each winter. The Super Bowl is known for constantly innovating to engage and expand its audience, from clever commercials to celebrity-studded halftime shows.

This past year, the Macy's flagship store in the Mall of America reached out to Maverick VR, the nationwide leader in customized Virtual Reality events, to figure out a way that their guests over Super Bowl weekend would be able to immerse themselves in a high stakes football game instead of just passively cheering on pro athletes.

Utilizing the most advanced VR equipment available today, Maverick VR provided two Virtual Reality booths and allowed guests to experience the thrill of the gridiron with a football-centric VR experience! Guests could test out their accuracy while completing passes to virtual receivers during a two-minute drill, all while competing for a high score. Both Patriots fans and Eagles fans, at odds for much of the rest of the weekend, came together to enjoy VR and test out their skills.

"Virtual Reality was super fun! The Maverick VR staff was great and our guests at our store really enjoyed it!"

Lauren Stromberg, Macy's Special Events Manager and Organizer of the Event

"I never knew football in VR could be so fun! Setting the high score while wearing my Eagles jersey is the perfect sign for the big game!"

Reaction from first-time VR user, long-time Eagles supporter

Hundreds of folks got their first taste of VR, with users' ages ranging from 9 to 90 years old! Many other shoppers at the store encircled the booths to check out the action on the booths' large flat screen TVs and cheer for whichever VR user shared their team allegiance.

This activation was so successful that Macy's now has plans to use VR in several other of its major events across the country. This venerable brand enjoys the positive brand awareness it can generate with this foray into new and exciting technology, and they know they can entrust Maverick VR to deliver outstanding VR experiences.

Maverick VR delivers customized VR events nationwide to engage and enthrall guests of all backgrounds. Email info@maverickvr.com to learn more!



★ macy's

