

FOR IMMEDIATE RELEASE



Electronic Arts ventures into the next dimension with its debut VR headset, “Edge VR Series 1”

REDWOOD CITY, Calif. (March 27, 2024)—Electronic Arts (EA), a leading entertainment company, proudly announces its groundbreaking venture into virtual reality (VR) by introducing its first-ever VR headset, the Edge VR Series 1, which will be released online and in stores this summer. This development signifies a major milestone for EA and its commitment to innovating the gaming experience for its users.

The Edge VR Series 1 represents EA’s commitment to creativity, innovation, and providing its consumers with top-notch gameplay options. Its sleek design, cutting-edge hardware, unparalleled graphics, and immersive content offer users an immersive journey with their favorite games and content.

Key features of the Edge VR Series 1 include:

1. **Immersive Gaming:** Experience 3D virtual worlds with immersive graphics, responsive controls and involving all of your senses.
2. **Intuitive Design:** This device is designed for easy use, allowing users to adjust the hardware for a personalized fit.
3. **Creative Expression:** Use your creativity to explore, build, and design your own creations using our intuitive tools in the virtual world.
4. **Personalized Experience:** You can customize your experience by updating the settings, user preferences and using additional accessories.

“At Electronic Arts, we believe in the power of technology and its ability to inspire and entertain, and our new VR headset is proof of our commitment to that vision,” said

Andrew Wilson, CEO of Electronic Arts. “We aim to seamlessly blur the lines between reality and imagination with our immersive gameplay and social features, allowing users to connect, create, and explore in a way they’ve never experienced.”

The Edge VR Series 1 is set to release this summer. Additional information regarding pricing, availability, and compatible devices will be announced in the coming weeks.

For more information about the Edge VR Series 1 and Electronic Arts, please visit www.ea.com/edgevrone.

#

About Electronic Arts:

Electronic Arts (EA) is a global leader in the gaming industry. Founded in 1982, it has established itself as one of the top video game companies in the world. With a diverse portfolio of global name franchises, including FIFA, The Sims, and Madden NFL, EA continues producing and delivering content its consumers love.

Media Contact:

Jessica Giuntoli

jgiuntol@usc.edu

905-903-6223