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Immersive Beyond Imagination: EA's VR Headset Redefines Gaming with Unparalleled Realism and Connectivity

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Redwood City, CA — In a landmark move, Electronic Arts (NASDAQ: EA) has announced the introduction of an innovative Virtual Reality (VR) gaming headset, poised to redefine the gaming experience across its iconic franchises. Priced at \$499, this state-of-the-art device combines advanced haptic feedback, seamless cross-platform continuity, and adaptive VR environments with unparalleled game integration and exclusivity.

Crafted with 360-degree vision, a stunning 4K 240fps OLED screen, immersive 3D audio, and an integrated microphone, the headset delivers an unmatched level of realism and immersion. The advanced haptic feedback ensures players feel every action, from the roar of engines in EA SPORTS F1 to the strategic gameplay in Apex Legends, enhancing the tactile sensation and emotional intensity of each game. Meanwhile, the seamless cross-platform continuity allows gamers to transition effortlessly between devices, maintaining progress and gameplay fluidity.

“Our ambition was to merge the physical and virtual worlds, creating a gaming experience so immersive and realistic that players feel fully transported into our games,” said Andrew Wilson, CEO of EA. “This headset not only achieves that but sets a new benchmark for what's possible in interactive gaming and entertainment.”

Apex Legends Global Series professional player Timmy An (@iTzTimmy) applauded the headset's impact on competitive play: "The precision and depth this VR headset brings to Apex Legends is phenomenal. It's not just playing; it's living the game. The adaptive environments and intense realism have fundamentally changed how I approach each match."

Designed to integrate exclusively with EA's portfolio, including hits like EA SPORTS FC, Madden NFL, and The Sims, the headset offers a redesigned gaming experience. It is compatible with EA's newly designed consoles for VR gaming, as well as keyboard and mouse setups, ensuring accessibility and versatility for all gamers. This level of integration extends to the dynamic, adaptive VR environments that react in real-time to players' decisions, creating a personalized and ever-evolving gameplay experience.

Set to launch this summer, the EA VR gaming headset marks a significant step forward in gaming technology, offering players around the globe an immersive, high-fidelity experience that blurs the line between virtual and reality.

About Electronic Arts

Electronic Arts (EA) is a global leader in digital interactive entertainment. The company develops and delivers games, content, and online services for Internet-connected consoles, mobile devices, and personal computers. With a portfolio of critically acclaimed brands and franchises, EA has a global community of more than 450 million registered players.

Contact

Electronic Arts Media Relations

mediarelations@ea.com