

FOR IMMEDIATE RELEASE



The World's 1st Long-Distance Bus Virtual Reality Experience: FlixBus Launches #FlixVR on Las Vegas Routes

- ++ #FlixVR available on select lines headed to and from Las Vegas from California and Arizona
- ++ Passengers choose from 50 games, travel, and cinematic experiences
- ++ Experience free with "panoramic seat" reservation; tickets [online](#) or via the [FlixBus app](#)
- ++ Travelers receive state-of-the-art VR provided by Inflight VR and Pico Interactive

Los Angeles (Dec. 17, 2018) – [FlixBus](#), Europe's largest long-distance mobility company which recently expanded to the US, has launched the world's first [virtual reality pilot program](#) on long-distance buses – #FlixVR – which began on with select routes to and from Las Vegas on Dec. 12. The program will run for three months and will be available for no extra charge to passengers who reserve "panoramic seats".

With approximately 50 virtual reality games, cinematic and travel experiences – from virtual basketball to floating through outer space, walking across the Arctic with a family of penguins or even guided meditation – a variety of alternate, 3D realities can be enjoyed while FlixBus travelers pass the time en route to their destination.

"We are excited to launch the first long-distance virtual reality bus experience, in cooperation with Inflight VR and Pico Interactive," said FlixBus USA Managing Director Pierre Gourdain. "At FlixBus, we are always brainstorming ways to make the travel experience for our passengers more comfortable, entertaining and tech-forward. We hope #FlixVR brings a little extra entertainment to the travelers heading to and from Vegas."

Passengers can book their #FlixVR experience on the following routes, in both directions:

- University of Arizona – Tucson – Tempe – Phoenix Airport;
- University of Arizona – Tucson – Tempe – Phoenix Airport – Kingman N – Arizona/Nevada – Henderson – Las Vegas Downtown – Las Vegas Strip;
- Tempe – Phoenix Airport – Kingman N – Arizona/Nevada – Henderson – Las Vegas Downtown – Las Vegas Strip;
- University of Arizona – Tucson – Tempe – Phoenix Airport – Flagstaff;
- LA Downtown – San Bernardino – Barstow Station – Las Vegas Strip – Las Vegas Downtown;
- San Diego – Escondido – Riverside – San Bernardino – Las Vegas Strip – Las Vegas Downtown

Travelers simply add a seat reservation for panoramic seats on these routes; the virtual reality reservation will be displayed during the booking process. Once on board, passengers will receive a Pico Goblin 2 virtual reality headset loaded with Inflight VR content. And instruction manual will be provided to each passenger with a headset.

“After being the first company that launched a fully thought-through VR inflight entertainment solution for airlines and airport lounges earlier this year, we are very proud to repeat this achievement once again in the long-distance bus travel industry,” adds Inflight VR Chief Commercial Officer Raphael Baumann. “After years of development with partners in the airline industry, we are excited to see other mobility segments starting to adopt our services.”

FlixBus launched in the US on May 31 with routes across California, Arizona and Nevada and has since strived to win the hearts of the American audience by providing a new approach to long-distance bus travel with a modern, comfortable and entertaining on-board experience. With a shiny fleet averaging 1-2 years old and standard amenities such as free WiFi, power outlets at every seat, and a complimentary onboard entertainment portal, riding a bus has never been more enjoyable.

The VR headsets with its product name “Pico Goblin 2” are provided by Pico Interactive, one of the leading companies for VR stand-alone headsets. It is state-of-the-art VR standalone hardware with an ergonomic design, a 3K resolution screen, a lightweight front of 260grams and four hours battery play-time. The headsets function completely autonomous and work as a stand-alone device without any server dependency. Content and software updates of the VR travel entertainment platform are handled remotely by Inflight VR.

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Hi-res photos for editorial purpose available upon request.

About FlixBus

FlixBus is a young mobility provider, offering new alternatives for convenient, affordable and environmentally-friendly travel via the FlixBus and FlixBus brands. Thanks to a unique business model and innovative technology, the startup has quickly established Europe's largest long-distance bus network and launched the first green long-distance trains in 2018 as well as a pilot project for all-electric buses in Germany and France. Since 2013, FlixBus has changed the way over 100 million people have traveled throughout Europe and created thousands of new jobs in the mobility industry. In 2018, FlixBus launched FlixBus USA to bring this new travel alternative to the United States.

From locations throughout Europe and the United States, the FlixTeam handles technology development, network planning, operations control, marketing & sales, quality management and continuous product expansion. The daily scheduled service and green FlixBus fleet is managed by bus partners from regional SMEs, while FlixTrain operates in cooperation with private train companies. Through these partnerships, innovation, entrepreneurial spirit and a strong international brand meet the experience and quality of tradition. The unique combination of technology start-up, e-commerce platform and classic transport company has positioned FlixBus as a leader against major international corporations, permanently changing the European mobility landscape. Further company news and pictures can be found in the newsroom.

About Inflight VR

Inflight VR is a virtual reality travel entertainment solutions provider, which focuses on improving passenger experience while increasing a carrier's performance by offering high-quality, affordable and safe VR travel entertainment to mobility providers of aviation, long-distance buses, trains, cruise liners and others. Its unique approach and strong focus on delivering a safe and sound VR travel entertainment platform that is highly flexible and adaptable to other mobility sectors and its customers, makes Inflight VR the pioneer of VR travel entertainment solutions. Besides its entertainment, Inflight VR offers a turnkey solution to clients thereby handling the system's setup and installation, operations and authority approvals, customization such as client specific VR content, as well as ancillary revenue management optimization.

Inflight VR has its headquarters in Munich and a VR tech hub in Barcelona. Due to its flexible product offering as well as great network of partners in the United States, the Middle East and Africa, as well as North-and South-Asia, the company is expanding rapidly. Already today, Inflight VR has changed the onboard experience of thousands of travelers transforming their travel environment into anything else than someone can imagine.

About Pico

Pico is a VR, AR and Computer Vision technology company redefining how people interact with digital media. Best known for its sleek all-in-one devices, Pico has quickly become a leading hardware provider for businesses and consumers around the world. The company makes technology easy to work with, providing custom tailored solutions for partners and delivering transformative experiences for users. Founded in 2015, Pico has grown to 350 employees and recently received Series A funding of \$25 million. Pico will be exhibiting its upcoming 4K G2 VR headset at Las Vegas' CES in January.

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