Six Flags and Samsung Introduce World's First Fully Interactive Roller Coaster Gaming Experience

August 05, 2016

All-New Virtual Reality Adventure Puts Riders in the Center of the Action

GRAND PRAIRIE, Texas--(BUSINESS WIRE)-- Six Flags Entertainment Corporation, (NYSE: SIX), and Samsung Electronics America, Inc., the "Official Technology Partner" of the world's largest regional theme park company, today announced the next evolution of Virtual Reality experiences coming to eight parks this fall. The company that introduced North America's first **VR Coasters** earlier this year, using **Samsung Gear VR powered by Oculus -** is taking thrill-seekers on an all-new 360 degree adventure in **Rage of the Gargoyles,** a chilling, futuristic battle between good and evil featuring the first-ever interactive roller coaster gaming experience.

This Smart News Release features multimedia. View the full release here:
http://www.businesswire.com/news/home/20160805005161/en/

Six Flags and Samsung Announce World's First Fully Interactive Roller Coaster Gaming Experience - Rage of the Gargoyles (Photo: Business Wire)

"The guest response to the virtual reality coasters at our parks has been outstanding, further solidifying Six Flags as the world leader in innovative rides and attractions," said Six Flags President and CEO John Duffey. "One of the most exciting things about this technology is that we have the ability to change the storylines to offer our guests new thrills and new reasons to visit our parks. Just like the Superman and New Revolution VR Coasters currently operating in nine of our parks, Rage of the Gargoyles will be another first for our guests."

"What's been so great about our partnership with Six Flags is that it's perfectly in line with Samsung's mission to bring Samsung Gear VR and virtual reality technology to the masses," said Marc Mathieu, Chief Marketing Officer at Samsung Electronics America. "More and more people will get to experience VR for the first time through this totally unique and immersive experience."

In **Rage of the Gargoyles**, riders - wearing Samsung Gear VR headsets - are pilots seated in the cockpit of an Apache-style helicopter. With a devastated cityscape as the backdrop, a fleet of choppers prepares to battle an army of terrorizing, winged creatures. The action-packed adventure begins when riders ascend up the coaster's lift hill as the blood-thirsty gargoyles mercilessly attack the copter's fragile glass barrier. The epic on-screen conflict quickly accelerates as the high-definition imagery synchs perfectly to the coaster's movements

sending riders twisting, turning and diving through the hazardous city streets - flying over battered skyscrapers, plunging underneath twisted bridges and dodging falling debris, all while shooting to repel these lethal demons and conquer the vicious master gargoyle. A surprise ending to this fully-immersive virtual odyssey will leave guests breathless, and ready to experience **Rage of the Gargoyles** over and over again.

This groundbreaking VR coaster gaming experience does not need a touchpad or buttons to activate, allowing riders to keep their hands on the lap bar as they shoot. Instead, the mounted Gatling guns on the helicopters are controlled through head movements and as soon as an attacker is targeted, the weapon automatically fires. Target tracking graphics will display in HMD (Head Mounting Display) style to demonstrate the autofire function.

Rage of the Gargoyles will debut on the following eight roller coasters:

- **Demon** at Six Flags Great America near Chicago;
- **Skull Mountain** at Six Flags Great Adventure in Jackson, New Jersey;
- **Shock Wave** at Six Flags Over Texas in Arlington;
- **Kong** at Six Flags Discovery Kingdom near San Francisco;
- **Dare Devil Dive** at Six Flags Over Georgia outside of Atlanta;
- **Goliath** at La Ronde in Montreal;
- **Ninja** at Six Flags St. Louis in Eureka; and
- **Steamin' Demon** at The Great Escape in Lake George, New York.

For more information, visit www.sixflags.com/virtualrealitycoasters and www.samsung.com/gearvr.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with $1.3 billion in revenue and 18 parks across the United States, Mexico and Canada. For 55 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us @SamsungNewsUS.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

Riders must be at least 13 years of age to wear Samsung Gear VR.

Follow us on Twitter @SixFlags

Like us on Facebook at facebook.com/sixflags

View source version on businesswire.com: http://www.businesswire.com/news/home/20160805005161/en/

Six Flags Entertainment
Sandra Daniels, 972-595-5178

sdaniels@sftp.com

Source: Six Flags Entertainment Corporation

Jobs Media Networks Community Contact Us Espanol Privacy Policy Terms of Use

Prices, operating schedule and park policies are subject to change without notice. Processing fees apply to online orders.
© 2024 Six Flags. All rights reserved. See copyright and trademarks.

Powered by SITECORE