Six Flags and Samsung Announce Renewed Collaboration on Virtual Reality Roller Coasters

February 08, 2017

Six Flags Magic Mountain and Six Flags Discovery Kingdom to Debut The New Revolution *Galactic Attack:* World's First Mixed Reality Experience on a Virtual Reality Roller Coaster

VALENCIA, Calif.--(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 its renewed collaboration on virtual reality roller coasters with the unveiling of a bold, innovative twist on the experience at Six Flags parks. Last spring, the two companies joined forces to introduce North America's first Virtual Reality (VR) Roller Coasters using Samsung Gear VR powered by Oculus, and now in 2017 — for the first time ever, riders will be offered a one-of-a-kind mixed reality experience that only Six Flags can deliver. Another world's first—complex gameplay, where riders make key decisions during the course of the ride that can affect their scoring at the end. **The New Revolution Galactic Attack** makes its world debut at Six Flags Magic Mountain, near Los Angeles, and Six Flags Discovery Kingdom, near San Francisco, offering park guests a thrilling, fully immersive ride of their lives as they battle to save the planet from an impending alien drone invasion.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170208005330/en/

"Six Flags is proud to be partnering with Samsung to develop the newest, most innovative thrill ride experience in the theme park industry," said Brett Petit, Senior Vice President of Marketing and Sales. "This mixed reality technology is truly groundbreaking and like nothing our guests have ever experienced. Six Flags and Samsung changed the game last year with VR on twelve roller coasters and now we are breaking new ground yet again."

"Our strategic partnership with Six Flags enables millions of consumers to experience virtual reality for the first time by bringing Gear VR to real roller coasters at theme parks across the country. We are always aiming to create immersive, never been done before experiences with our Samsung VR ecosystem as the focal point, so these new experiences at Six Flags are completely complementary to that key objective. We are thrilled to continue to work with Six Flags and bring VR to the mainstream," said Marc Mathieu, Samsung Electronics America's Chief Marketing Officer.

When riders board the coasters and don their Samsung Gear VR headsets, they will be introduced to the device's passthrough camera functionality, instantly making riders aware of their surroundings, by allowing them to see the "real world," including the person seated next to them— along with virtual content. As they get settled into the ride, a heads up display overlay on the passthrough camera view will show data like current status of weaponry, time codes, fuel cells, and a countdown clock. Cresting the lift hill, a massive, swirling wormhole comes into view. As riders drop at high speeds, the mixed reality view changes to a completely immersive, virtual reality environment and a fighter spaceship cockpit materializes and envelops the riders into a tunnel of light. At the bottom of the first hill, riders are launched into the middle of a space battle, coming under attack from flying drones firing lasers and missiles. After swinging through tight channels, narrowly dodging drones and artillery fire, riders are brought into one of three drone bays, each of which offer a completely different gaming experience and three different endings.

To commemorate the opening weekend of **The New Revolution Galactic Attack** on February 18-20, both parks are "attacking" hunger by hosting a food drive. Every paid guest or season pass holder who brings a full bag of non-perishable food items to support local regional food banks will be given an exclusive opportunity to enjoy the VR ride experience before it opens to the public the following weekend, February 25-26 at Six Flags Magic Mountain and February 20 at Six Flags Discovery Kingdom.

Guests at Six Flags Magic Mountain will experience Galactic Attack on The New Revolution, the world's first looping coaster built in 1976 and North America's first VR coaster in 2016. At Six Flags Discovery Kingdom, **The New Revolution Galactic Attack** VR will be experienced on Kong, the park's floorless looping coaster. VR is free with park admission.

The New RevolutionGalactic Attack is one of 19 roller coasters in Six Flags Magic Mountain's world-class coaster collection. The Valencia, CA park holds the Guinness World Record for most coasters in a theme park, including adrenaline-pumping coasters like Twisted Colossus—the world's longest hybrid coaster; Full Throttle—the world's largest looping coaster; Tatsu—the tallest, fastest and longest flying coaster in the world; X2—the world's first and only 5th dimensional coaster; and Goliath—the "giant among giants" mega coaster.

The New Revolution Galactic Attack at Six Flags Discovery Kingdom, located in Vallejo, CA, will be featured on the park's floorless looping coaster, Kong, which joins other thrilling rides such as The Joker, Superman Ultimate Flight, Medusa, and SkyScreamer. Family and kids rides, along with animal shows and encounters, wildlife exhibits and educational programs round out the variety of fun offerings for guests of all ages.

2017 Six Flags Season Passes are on sale and include unlimited visits now through the entire 2017 season with NO blackout dates and can be used at any Six Flags Park. Additional Season Pass perks include free tickets for friends, park admission to Fright Fest®, Holiday in the Park® and more. Season Passes can be purchased at the main gate ticket booths or online at sixflags.com. Online Pass purchases are eligible for low monthly payments through the Membership program.

Season Pass Holders may also take advantage of the best value in Dining by purchasing a 2017 Season Dining Pass. For one low price, enjoy a variety of meal options on each visit. Dining passes may be purchased at the park or online at sixflags.com.

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 56 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions. For more information, visit www.sixflags.com.

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.

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Source: Six Flags Entertainment Corporation

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