



MEDIA RELEASE

The First-of-Its-Kind Hyper-Reality Immersive Experience - *'Train to Busan Horror House'* at Resorts World Genting Produced by Vividthree

Singapore, 4 November 2019 - Vividthree Holdings Ltd. (SGX: OMK), a virtual reality, visual effects and computer-generated imagery production studio ("**Vividthree**", the "**Company**" or the "**Group**") is pleased to announce that it has been engaged to create and produce the first-of-its-kind immersive experience '**Train to Busan Horror House**', which was officially launched at Resorts World Genting ("**RWG**") on 31 October 2019.

Vividthree secured the IP rights to the Train to Busan (TTB) in early 2018, and launched a successful Train to Busan VR experience in China (Beijing and Xiamen). The latest iteration in Resorts World Genting sees Vividthree taking the IP one step further, by creating a never-seen-before "*Train to Busan Horror House*" experience. Visitors can now be fully immersed in the TTB universe, complete with detailed physical environments as well as VR worlds.

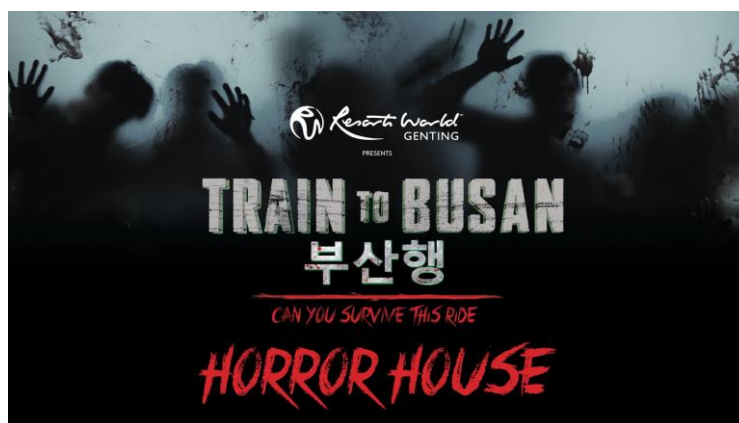
Visitors will interact with a cast of fifty live actors, and can experience the world through sound, touch, feel and smell, bringing them closer than ever to the story, characters and environment. The TTB Horror House opens their doors to the public at Resorts World Genting from 31 October 2019 to 01 January 2020.

With the successful development of Train to Busan immersive experiences, Vividthree has also opened the doors to potential new IP partnerships. Early in 2019, Vividthree entered into a memorandum of Understanding ("**MOU**") with Animation International Ltd, to collaborate and develop the Doraemon Experience ("**DE**") show. The first DE show is intended to be launched in Singapore within the next 12 months, followed by other regional parts of Asia.

Chief Executive Officer of Vividthree, Mr Jed Mok commented, *“After we launched TTB VR Tour Show in China, our TTB IP has gained a lot of attention and interest from various partners. We have further capitalised on our TTB IP to create and produce a brand new TTB Horror House concept show for Resorts World Genting, one of the leading integrated resort in the world. The commissioned project is a testament to our creative capability in great story, and seamless integration of technologies. We will seize opportunities to conceptualise and create unique immersive experiences for the world.”*

Train to Busan experience’s first stop in Southeast Asia

[Mark your calendars for 31 Oct 2019 – 1 Jan 2020 at Resorts World Genting.](#)



From the award-winning “Train to Busan”, comes a zombie apocalypse like you’ve never experienced before.

Navigate through horror houses, zombie-ravaged train stations, and abandoned convenience store to complete your mission – entering the safe haven of Busan.

A thrilling ride, armed with 360 VR games, now is your chance to turn the tables on the enemy. As the last man standing, we’re counting on you to save us all.

**Date: 31.10.2019 (Thursday)
01.11 – 01.12.2019 (Friday - Sunday)
02.12.2019 – 01.01.2020 (Daily)**

Time: 12nn - 10pm

Location: RWG, Level 1, Skytropolis Indoor Theme Park

Websites: <https://www.rwgenting.com/traintobusanhorrorhouse>

<https://deals.airasia.com/en/activities/31831>

'Train to Busan Horror House' at Resorts World Genting



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About Vividthree Holdings Ltd.

Established in 2006, Vividthree is a virtual reality (VR), visual effects (VFX) and computer-generated imagery studio that develops and creates digital intellectual property assets that primarily consists of storylines with accompanying characters and visual elements. Vividthree develops and/or acquires digital intellectual property assets to produce virtual reality products such as thematic tour shows, such as the recently announced Train to Busan.

Vividthree has a network presence in Singapore and Malaysia, focusing primarily on two business segments, namely, Post-Production and Content Production.

In 2015, Vividthree Productions Pte. Ltd., which is now a subsidiary of the Company, was acquired by mm2 Asia Ltd., a Singapore based, SGX Mainboard-listed producer of films, TV and online content.

<https://www.vividthreeholdings.com/>

Investor Relations Contact

Emily Choo

Mobile: +65 9734 6565

Email: emily@gem-comm.com