



**Starbreeze and LUCKYHAMMERS Exclusively Premiere APE-X -  
Bringing the Big Guns to VRS 2017**

San Francisco – Today, at the 2017 edition of the Virtual Reality Strategy conference, Starbreeze and LUCKYHAMMERS will premiere the next generation of Location Based Virtual Reality Experiences (LBVRE) with *APE-X*. Published by Starbreeze Publishing and developed as an original IP by Montreal based LUCKYHAMMERS, *APE-X* has been built from the ground up to fully take advantage of the StarVR® Virtual Reality HMD.

*APE-X* raises the bar for a LBVRE and is the perfect blend between gaming and immersive storytelling and is Starbreeze flagship for its vision for the future of out-of-home VR.

Fight for your freedom atop a towering building while battling bots high above the city Streets. You are Big Mike, a massive weaponized cybernetic Ape, whose creator, the APE-X Program, desperately wants you back! Your experience begins with breathtaking views of Cavendish city as the sun begins to set with the sounds of the metropolis humming around you... too quickly your solitude is interrupted by the buzz of the laboratory drones. Listen closely to your ally, Doctor Plant and her instructions if you hope to survive this ordeal and finally gain your freedom. With 360 degrees of mobility around the peak of the high rise, keep your wits and shuffle around the building's ledge in order to avoid being spotted. Inevitably you will need to defend yourself and discover the full extent of your capabilities in Big Mike's cybernetic body as you shoot, blast and swat drones out of the sky.

With the technological advantages presented by the StarVR platform, users will experience for themselves the immersive power of a 210-degree field of view.

Using custom controllers, players will have an experience unique to the LBVRE market. Starbreeze and LUCKYHAMMERS have constructed a physical tower and purpose-built controllers in the shape of Monkey-Fisted gauntlets which users will wear as they punch, shoot, and grab drones. Enabling users to forget complicated button combinations and minimizing the learning curve allows users of any skill level to take to the rooftops and smash robots with the best of them.



APE-X is premiering in Starbreeze upcoming VR Centre in Dubai soon with more details to come in Q4 2017. APE-X will be showcased in other LBE venues in early 2018.

###

Download the latest press assets here: <http://www.starbreeze.com/presskit>

**For more information, please contact:**

Maeva Sponbergs, EVP Communication

Tel: +46(0)8-209 208, email: [press@starbreeze.com](mailto:press@starbreeze.com)

**About Starbreeze**

*Starbreeze is an independent creator, publisher and distributor of high quality entertainment products. With studios in Stockholm, Paris, Los Angeles, Barcelona and Brussels, the company creates games and other virtual reality entertainment products, based on proprietary design and licensed content. Starbreeze most recent games include PAYDAY 2®, John Wick VR shooter and upcoming survival co-op FPS OVERKILL's The Walking Dead. Under its publishing initiative, Starbreeze has together with Canadian studio Behaviour Digital successfully launched horror thriller Dead by Daylight.*

*Starbreeze has set out to develop truly immersive virtual reality experiences, by integrating software and hardware in its StarVR® head mounted display, which is produced together with Acer.*

*For more information, please visit [starbreeze.com](http://starbreeze.com), [overkillsoftware.com](http://overkillsoftware.com)*

**About LUCKYHAMMERS**

*LUCKYHAMMERS is a technology company dedicated to bringing imaginations to life, and committed to creating interactive and immersive experiences which entertain, engage and empower. Established in 2007 as an experience design studio, LUCKYHAMMERS has expanded its business to include VR/ AR, digital board games, mobile/ console games and hardware.*

*Led by entertainment veterans and at the vanguard of a new breed of content, LUCKYHAMMERS is co-developing on both UNREAL and UNITY engines to create cross-platform products in partnership with industries majors such as Mondelez, Starbreeze, Asmodee & A&E network.*

*For more information, please visit [luckyhammers.com](http://luckyhammers.com), [apex-vr.com](http://apex-vr.com)*