



VRSE.WORKS PREMIERES GUY SHELMERDINE'S IMMERSIVE HORROR EXPERIENCE, "CATATONIC,"
AT SXSW

AUSTIN, Texas - March 14, 2015 - VRSE.works will premiere Guy Shelmerdine's virtual reality experience, "Catatonic," at Austin's SXSW Festival. Catatonic is an immersive journey through an insane asylum in which the audience, bound to a wheelchair, undergoes a sensory-shocking horror thrill ride.

Catatonic was directed by Guy Shelmerdine, who for 20 years has been a force in advertising, commercials, music videos and short films. The experience was captured on location at a derelict mental hospital in Pasadena, CA with VRSE.works' proprietary VR camera systems. Animatronics were provided by Legacy FX. Editorial through Work. Stitching and post effects were achieved by MPC. Music & sound design by Q Department. Catatonic's production value and cinematography bridge the stark terror of a gripping horror film with the inescapable immersion of virtual reality.

"The Catatonic experience blends the real world with the virtual world, whereby audience members become mental patients in a spine-chilling insane asylum," explains Guy Shelmerdine.

Participants will be ushered into a custom-built wheelchair by live nurses in 1940s uniforms. The design of the chair resembles a padded cell: a unique blend of comfort and paralysis. The viewer will then be fitted with a Samsung Gear headset and headphones. In the virtual environment, the "patient" / audience member is ushered through the psychiatric wing, experiencing the full brunt of madness within. Along with the 360° 3D immersion of VR, the patient will also feel jolts emanating from a ButtKicker™, a vibrating device built into the base of the wheelchair. The many moving parts of Catatonic build to a cacophony of terror and depravity one has to experience to believe.

Catatonic will officially screen at the FLOODfest at SXSW March 18-21 (<http://floodmagazine.com/9084/floodfest/>). The chair will also be popping up at various events around Austin where attendees will be offered the chance to experience Catatonic. There will truly be nothing like the mobile theatre adventure of Catatonic anywhere else at SXSW. VRSE.works will release the experience through the VRSE application for iOS and Android for Google Cardboard and in the Oculus VR Store for Samsung Gear™ VR on March 14th.

Catatonic was written by Guy Shelmerdine & Edward Robles. It was produced by Chris Milk, Patrick Milling Smith & Brian Carmody, with cinematography by Sebastian Pfaffenbichler, editing by Cass Vanini, and music by Drazen Bosnjak of Q Department. SFX were helmed by Tim Dillon at MPC.

VRSE.works recently launched their VRSE app at the 2015 Sundance Film Festival's New Frontier exhibition, which is dedicated to the intersection of film, technology and art. Among the VR experiences VRSE.works featured are Chris Milk's "Evolution of Verse", a photo-realistic CGI-rendered 3D virtual reality film that takes the viewer on a journey from beginning to new beginning; "Clouds Over Sidra," a virtual reality film created by Gabo Arora and Chris Milk in partnership with the United Nation's advocacy at the World Economic Forum in Davos, following a twelve-year-old in the Za'atari camp in Jordan; and a collaboration between Spike Jonze and Chris Milk for Vice, who took to the streets of New York City to capture the essence of the Millions March, which protested ongoing cases of police brutality.

In addition to these featured works, VRSE.works will also release a collaboration between Andrew

Thomas Huang and Björk that explores the possibilities that VR holds for performance platforms outside of the traditional music video world. The piece is titled 'Stone Milker' and is set to launch at the Museum of Modern Art on Sunday, March 15th as a part of a retrospective of Björk's collaborations in film, fashion, art and music.

Official Website: www.catatonic.co

VRSE.works Website: www.vrse.works

VRSE App: www.vrse.com