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**WhiteWater and Holovis announces strategic partnership**

WhiteWater and Holovis are proud to announce an exclusive new strategic partnership between their two companies.

Holovis has been exploring for some time how to enter the water park sector and WhiteWater has been looking for an innovative technology partner to further enhance its position as the world’s leading water park company.

Geoff Chutter President and CEO of Water commented:

“This is a very significant step for us. Our plans for taking water-based experiences to the next level are really developing quickly, so we needed to bring onboard a company that could keep up with our innovation roadmap, adding significant value, both creatively and technologically to the ideas we want to bring to market. Our engagement and subsequent discussions with Holovis quickly convinced us these were the go-to guys to help deliver new kinds of experiences.”

The two companies will be bringing exciting, transformative products to market over the next 12 months with projects already earmarked to include new WhiteWater/Holovis turnkey solutions.

Stuart Hetherington CEO of Holovis added:

“We are thrilled to have secured WhiteWater as an exclusive partner in this space. Their track record is second to none and their first to market approach around developing new attraction experiences fits exactly with our own innovation pipeline.”

Being in water is already an immersive experience. With Holovis and WhiteWater working together that definition is going to be stretched and intensified in ways guests will hardly believe.

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**About WhiteWater**
WhiteWater was born in 1980 with one clear purpose, to create places where families unite and make joyful lasting memories.

We achieve this by standing alongside our customers from concept to completion of award-winning attractions, from slides to water rides and everything in between. We aim to inspire our clients by unleashing our creativity to realize their ambitions; we craft solutions which make each park unique. We are dedicated to making products that operators can count on, because we understand the importance of operations on the bottom line.

As market leaders, we put our success down to our attitude, in all our years we’ve never once forgotten why we’re here – to help parks solve problems, create immersive experiences, and delight guests all over the world.

We’re here to create places where fun can thrive.

**About Holodeck VR:**

Holodeck VR ([www.holodeckVR.co](http://www.holodeckvr.co/) ) is a pioneer and leader in delivering turn-key large-scale, multiplayer, free-roaming commercial VR attraction systems for the location-based entertainment industry. It is the only LBE VR massive-scale technology platform that is explicitly open to all third-party content developers. The company offers complete solutions that can be installed quickly and operated efficiently. Holodeck VR is a one-stop shop that makes it easy for owners and operators to offer innovative virtual reality attractions to their visitors. Holodeck VR’s distribution partners market the solutions to several location verticals like shopping malls, family entertainment centers, theme parks, casinos, sports centers, resorts, water parks and cruise ships.