



DNA VR

LONDON'S MOST  
UNUSUAL ATTRACTION

**Taking events  
to another reality**



## London's First and Largest Virtual Reality Arcade.

Over the years we have run hundreds of  
bespoke Virtual Reality events of any complexity  
and we can't wait to steal the show at yours!

THE PLACE  
WHERE BOUNDARIES  
DISAPPEAR





## What is DNA VR?

DNA VR transports you to the world where anything possible in a unique social gaming experience.

We have 3 venues in London and offer more than 50 VR games and experiences for any age or experience level. No matter which experiences you go for as a team, there will never be a dull moment!

## WHERE VIRTUAL BECOMES REAL



### VR pods

At each venue we have up to 11 interconnected VR pods. Each participant gets their own headset and can see and hear their teammates in the game.

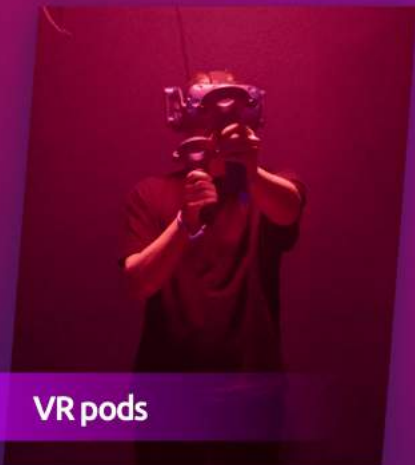


### Free Roam Area

We also have 4 free roam headsets where you and your team (up to 4 people) are placed in the same room and walk around together whilst solving puzzles or shooting.

# The Experience

A certain number of "VR Pods", 1 for each player. Each pod is fitted with a VR Headset powered by a high-end PC. All Pods are interconnected, hence customers can play multiplayer games together



VR pods

**ALL OF OUR OWN VENUES ARE ORGANISED IN A SIMILAR WAY:**

Free Roam area where up to 4 players can walk around completely free of any wires for an extra level of immersion



Free Roam Arena

## State of the Art Hardware

- All our own venues are fitted with HTC Vive Pro Headsets and incredibly powerful PCs.
- The free-roam arenas benefit from a mix of Backpack PCs and Wireless HTC Vive Pro





## VR Arcade



1-11 participants



Standard session is 60 - 120 min



Switch games at any point

**50+ Games**

Enjoy any of the multiplayer games and experiences. Try as many games as you'd like.

## VR Escape room



2-11 participants



60 min to solve all the puzzles



2-6 people in the same game

**12+ VR Escape rooms**

Choose a VR Escape room and try to solve all the puzzles within an hour to get out.

## Free Roam



2-4 participants



40 min



Up to 4 people playing

**8 Games**

Walk around freely with no wires for an incredible level of immersion.

# Games Examples



Shoot zombies



Solve mysteries of  
an Egyptian Tomb or  
Ancient Greek Temple



Fight dragons



Save the world from  
a certain disaster



Become a Pirate and  
Take to the Seas!

# Our VR Masters

It is not just about the technology. **IT IS ABOUT HUMAN INTERACTION.**

VR Masters are not simply welcoming hosts. They are a part of the experience as much as the games themselves.

**THEY MAKE CUSTOMERS  
WANT TO COME TIME**

*AND TIME AGAIN*





# Our venues

If you book the whole venue for 2 hours or more we can help organise food and drinks from local suppliers or via Deliveroo. Alternatively, you are more than welcome to organise delivery to our venues.

If your group is larger than the number of headsets at the venue, not to worry! Watching your colleagues play, taking videos and pictures is equally as fun. To make sure you do not wait for too long we swap players around every 10-15 minutes making it truly social: have a sip of your drink, take a bite of the pizza, share your experience with others.



## Battersea Power Station

👤 Max capacity 30

Up to 15 people playing simultaneously



11 VR Arcade



4 Free roam



## Hammersmith

👤 Max capacity 25

Up to 13 people playing simultaneously



9 VR Arcade



4 Free roam



## Camden

👤 Max capacity 25

Up to 14 people playing simultaneously



10 VR Arcade



4 Free roam



# Who is for?



## Groups of Adults

- "Friday Night getaways" for a group of friends
- Stag/hen do-s
- Dates



## Children

- Birthday parties
- Parents with 7–16-year-olds
- School trips
- Education (*including DNA VR Academy*)



## On-site and off-site corporate events

- Social events
- Brand activations
- Tech support

# Suggested team event structure

## 1 Get briefed

Your VR masters will meet you and explain:



Games that are available



How to navigate them and what to do



Safety measures

They will be with you at all times, providing hints and suggestions

## 2 Split into teams

If your group is larger than the number of headsets at the venue, you will split into teams.

You will be able to play some of the games in large groups and some in smaller teams.

## 3 Play, swap, enjoy

Those who are not playing are more than welcome to enjoy drinks or food, watch members of their party on the screens and take pictures and videos.

Our VR Masters will be on hand to help you swap quickly and make sure you get the best out of your time.

# IMMERSION STARTS HERE

# Events highlights



## Halloween special:

*Survive the Night*

DNA VR organised an exclusive Survive the Night Halloween event with spooky VR Experiences and Halloween-themed cocktails at our flagship venue, at Battersea Power Station

The guests included Love Island Stars Olivia and Alex Bowen, Tallia Storm and press including Vogue, BBC, The Sun, OK! Magazine, Daily Mail among others



## Gazelli Art House:

*Enter through the Headset*

Gazelli Art House commissioned some of the world's most prominent VR Artists to create a Virtual Reality Exhibition in Mayfair.

DNA VR organised the setup and ensured the customers had a flawless interaction with the Virtual Masterpieces



## Christmas Without Borders

A Large Multinational Corporation decided to celebrate Christmas with colleagues from different offices (UK - US - India)

DNA VR found partners in Philadelphia and Bangalore as well adopted the software packages to organise one large Virtual Reality international party.

The participants played a few games together before connecting in one large Virtual Reality concert

# Collaborations



## DNA VR x KOBOX:

*Face your Boxing Trainer in VR*

A boutique boxing studio in Chelsea wanted to give their loyal customers a chance to face off their Trainers in a Virtual Reality Boxing match

Dozens of Participants put their boxing skills to test at our venue at Battersea and gave the coaches an immersive virtual challenge!



## YSL Beauty:

*Push the Boundaries Commercial*

YSL Beauty was looking for a place to shoot their newest commercial featuring a model and gamer, Jasmine Asia

They chose DNA VR Hammersmith to showcase the gaming from a new, more social perspective appealing for wide mainstream audiences



## Digital Catapult:

*Museum of Other Realities*

Digital Catapult and Museum of Other Realities wanted to showcase their state-of-the-art VR Museum packed with immersive art experiences to the UKRI and Investors

DNA VR hosted the event at our Battersea Power Station Venue for more than 50 people and made sure all the participants get the best out of the experience



## Our clients

We have already organised events for these companies. Team Away days, Collaborations, Brand Activations you name it.

Whether you would like to enjoy our Immersive Experiences or want something truly bespoke, Virtual Reality has no limits.

Neither do we.



**Deloitte.**

**Goldman Sachs**

**DURACELL®**

McKinsey  
& Company

**facebook**



**salesforce**

**KING'S**  
*College*  
**LONDON**



  
**MARCOL**

# What extras can we add?



## Catering

Food and drinks



## Decorations



## Photographer



## Organise

competitions  
and leaderboards

# Press

EveningStandard.

"Getting transported into a wholly immersive world..."



"...could have played for hours, even days"

\* SECRET LONDON

"Every bit as mind-boggling as you'd expect"

The Guardian

"Great way to access VR, especially as a large group"

Daily Mail

"Immersive and exclusive"

iNews

"One of the best Halloween events in London"

THE Sun

"Everyone would find something to enjoy"

# Ratings

Google  
Reviews ★★★★★

Camden	4.7 (437 reviews)
Hammersmith	5.0 (76 reviews)
Battersea Power Station	5.0 (56 reviews)



Camden	5.0 (201 reviews)
Hammersmith	5.0 (50 reviews)
Battersea Power Station	5.0 (51 reviews)





# Contact us!

**Battersea Power Station  
Hammersmith  
Camden**

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