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PR 535 Persuasive Writing

News Release (For educational purposes)

This release will be posted on the Vireal's official website, LinkedIn page, and shared to Vireal's Discord community

ViReal Launches Home-Building VR Social Game to Coincide

Human Interaction in Real Life

ViReal announced today that it is prepping a VR home-building social game called StarRealm.

In StarRealm, players can build their own "realm" by collecting resources, casting buildings, and decorating the territory in the game. Compared with traditional VR social software, StarRealm's design focuses on acquaintance socialization with gameplay guidance. Like the sandbox video game Minecraft, it completes the home construction from zero to one with friends and experiences the fun of joint decoration.

“VR can change the world, and players' interaction in the virtual world can satisfy human's pursuit of emotions,” said Richard Yang, the founder and CEO of ViReal. “Even if you are far away from the ones you love, you can still use VR to meet your lover, family, and friends, gain and maintain the connections through StarRealm.”

Fans of VR will be able to try the following features in StarRealm:

- Co-op construction
- Visit different scenarios
- Meet new people
- Send emojis
- Play mini-games with friends
- Try different art-style outfits
- Use props to interact with virtual scenes

ViReal is a game studio looking closely at Web 3 and was founded in 2021 by 3 USC students. ViReal is dedicated to developing VR/AR and is currently focusing on making virtual social games.