



Electronic Arts Launches "Explore New Realities: Dive into EA's VR Universe" Campaign to Promote VR Gaming Lineup

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REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA), announced the new campaign, "Explore New Realities: Dive into EA's VR Universe," aimed at promoting its lineup of Virtual Reality (VR) games. This initiative is set to showcase EA's commitment to immersive gaming, offering players unprecedented experiences in virtual environments.

"Today marks the beginning of an exhilarating chapter for Electronic Arts. By joining forces with some of the most innovative VR device companies in the industry, we're setting our sights on the future of gaming," said Andrew Wilson, CEO of Electronic Arts. "Our mission goes beyond creating games. We're dedicated to crafting immersive worlds that transport players to new dimensions of reality."

With the VR gaming industry experiencing significant growth, EA is positioning itself at the forefront of this technological evolution. "Explore New Realities: Dive into EA's VR Universe" is designed to attract both seasoned gamers and newcomers to the world of VR, highlighting the unique experiences only VR can offer. Games currently supporting VR devices, produced by EA :

- [Medal of Honor: Above and Beyond](#)
- [F1® 22](#)
- [Apex Legends](#)
- [Star Wars Jedi: Fallen Order](#)
- [DiRT Rally 2.0](#)
- [It Takes Two](#)



For more VR-supported games, please visit www.ea.com to view.

The campaign will feature across digital platforms, including social media and VR platforms, ensuring widespread visibility. It aims not only to highlight EA's current VR offerings but also to hint at future innovations in the pipeline.

For more details about EA's VR titles and the "Explore New Realities: Dive into EA's VR Universe" campaign, please visit the website at

<https://malegeding.com/explore-new-realities-dive-into-eas-vr-universe/>.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers.

In fiscal year 2023, EA posted GAAP net revenue of approximately \$7.4 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS FC™, Battlefield™, Apex Legends™, The Sims™, Madden NFL, Need for Speed™, Titanfall™, Plants vs. Zombies™ and F1®. More information about EA is available at www.ea.com/news.

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