



Virtual Reality Lands at Alexis Nihon

Description

Public invited to experience VR Adventure Lounge

By **Patricia Dumais**

Just the other day, I swam with dolphins and sharks, piloted a fighter jet, had a close encounter with a dinosaur... and I did all that here in Westmount at Alexis Nihon's Virtual Reality Adventure Lounge, a free and exhilarating experience offered to customers and visitors, running from October 5th to 30th inclusively.

We are geared up to offer this unique experience and bring the most cutting edge immersive technologies to our community right here at Alexis Nihon.

Olga Kuznetsova, Marketing Manager, Alexis Nihon

Presented by Alexis Nihon in partnership with Desjardins, the VR Adventure Lounge is a unique chance to experience the latest in innovative and interactive technology. Featuring the new Samsung Gear VR – a headset that can be paired with a Samsung Galaxy phone to access Virtual Reality apps – the experience allows participants to plunge themselves into a 360° universe like no other.

Each week, until October 30, participants will be able to discover a different theme and explore new virtual worlds. Visitors must be at least 13 years old to participate.

When you enter the lounge an attendant greets you and gives you a quick lesson on how to work the headset. You get to choose your virtual world, then relax and enjoy. Moving your head up and down and around enhances the 360° experience by allowing you to take in different views of your virtual world.

Some fellow participants shared their impressions with me:

No words to describe it – you just got to try it!

Andrew

It's awesome! The roller coaster ride was the best!

Isabelle

Totally fun! I just loved controlling the fighter jets... creating the action!



VR

Adventure Lounge

Alexis Nihon Shopping Centre

1500 Atwater

Near the Atwater Avenue entrance, facing McDonald's.

Upcoming Themes

Ocean's Alive: Wednesday, **October 5** to Sunday, **October 9**

Jungle Safari: Monday, **October 10** to Sunday, **October 16**

Thrills & Chills: Monday, **October 17** to Sunday, **October 23**

Travel & Explore: Monday, **October 24** to Sunday, **October 30**

Lounge Hours

Monday to Friday: noon to 6 pm

Saturday and Sunday: noon to 4 pm

Contest

Participate in the VR Adventure Lounge experience and you may **win a 100\$ Alexis Nihon gift card**. You may further increase your chances by:

– Liking the [Alexis Nihon Facebook page](#)

and



– Tagging a friend with a mention **#WildforVR**

Visit alexisnihon.com

Images : Susanne Serres



Patricia Dumais, artistic director, award-winning graphic designer specialized in brand design is co-founder of Visionnaires, publishers of Westmount Magazine. Patricia develops visual concepts and ensures that all deliverables follow our publication's standards and reflect the editorial voice. You can connect with Patricia on [LinkedIn](#), [Twitter](#) and [Pinterest](#). or by email at pdumais@westmountmag.ca.

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