



Introducing Flat2VR Studios: Bringing a New Dimension to the Classics

Team Beef Joins Forces with Impact Reality / Flat2VR Studios to Change the Game

SAN FRANCISCO – March 18th, 2024 - Impact Reality, a leading VR publishing and marketing firm, is thrilled to announce the formation of Flat2VR Studios, a new game development studio dedicated to bridging the gap between traditional video games and immersive VR experiences. This innovative new studio is set to collaborate closely with top developers from the VR modding scene to bring officially licensed VR ports of popular flatscreen games to a wide audience, offering a fresh, immersive dimension to beloved titles.

Flat2VR Studios was born out of the grassroots [Flat2VR community](#), a collective of VR enthusiasts and modders who have created unofficial VR versions of a wide variety of popular games, from *Half-Life 2* to *Doom*, and everything in between. The community has attracted significant attention for its innovative and immersive VR adaptations, which have garnered millions of downloads in recent years.

"The Flat2VR community has proven there is a tremendous appetite to experience cherished games in an entirely new way with virtual reality," said Elliott Tate, partner at Impact Reality and founder of the Flat2VR community. "With Flat2VR Studios, we're thrilled to work directly with the best developers to create official, high-quality VR versions of hit titles, available directly on VR storefronts such as Meta Quest, PlayStation VR2, and Steam."



An Unbeatable Team

At Flat2VR Studios, we have assembled an impressive team of individual talents, each with their own notable contributions to VR gaming. **Cabalistic** is celebrated for multiple VR adaptations such as **Half-Life 2 VR**, which was published directly on the official Steam store. **Raicuparta** is widely known for having created some of the very best VR adaptations, transforming games like *Outer Wilds*, *Firewatch* and *Neon White* into amazing VR experiences. Alongside these key figures, other skilled creators have joined, bringing their unique experience to our collective mission.

Flat2VR Studios intends to erase the line between traditional and immersive gaming, ensuring that VR gamers everywhere have access to the very best titles and franchises. To help make this dream into a reality, Flat2VR Studios has also partnered with the acclaimed **Team Beef**, known for their VR adaptations of iconic titles such as *Doom*, *Doom 3*, *Quake 3*, the original *Half-Life*, and *Return to Castle Wolfenstein*. Their collective expertise in converting the classics to VR is unparalleled, and together we are committed to officially bringing the best of traditional gaming into the VR world.

"So many flat screen games offer rich worlds and stories that would be incredible to experience in VR with full immersion," said Jasmine Uniza, Impact Reality co-founder and CEO. "Our goal is to empower the talented Flat2VR creators to transform these games into must-play VR titles, and make them accessible to VR gamers everywhere on official platforms."

Flat2VR Studios is currently in development on their first licensed VR game port, though the title is being kept under wraps for now. A release is tentatively planned for late 2024 or early 2025 on major VR platforms.



Join Us at GDC 2024

We're excited to invite you to visit our booth at the Game Developers Conference (GDC) 2024, happening March 18-22 in San Francisco, CA. Flat2VR Studios will be showcasing on the show floor, eager to explore and demonstrate the possibilities that lie at the intersection of traditional and VR gaming.

This year, we're thrilled to share a space with **Toast Interactive** in celebration of the launch of **Max Mustard**, the eagerly awaited VR platformer that's set to captivate audiences with its unique charm and challenging gameplay.

Find us in Hall A, Booth S538, where we'll be ready to delve into the boundless possibilities of VR gaming, sharing insights, and offering firsthand experiences of our latest innovations.

Don't miss this opportunity to witness the future of gaming, where the lines between traditional and VR experiences blur, creating a new era of immersive entertainment.

About Impact Reality

Impact Reality is a leading virtual reality PR, marketing, and publishing studio known for its extensive experience in the XR industry, providing marketing and PR services that help brands successfully launch and maintain visibility. With a track record of supporting some of the biggest VR launches, Impact Reality is dedicated to the growth and success of virtual reality as a medium for unparalleled gaming experiences.

About Flat2VR Studios

Flat2VR Studios is a new game development studio focused on porting celebrated flat games into immersive virtual reality experiences. Founded by industry veterans with a history of successful VR projects and collaborations, the studio is poised to transform how gamers engage with their favorite titles. With a commitment to quality, innovation,

and immersion, Flat2VR Studios is leading the charge in letting player's experience their favorite titles in entirely new and immersive ways.

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