Product Launch: Virtual Reality Is Now an Affordable Reality at Firebox.com

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The revolutionary technology of the undoubtedly futuristic *Oculus Rift* has excited and baffled the internet as of late with its virtual reality possibilities. But not only is this wondrous device not available until 2016, you'll probably have to take out a second mortgage just to afford the deposit on one. Well if you're craving an escape to another world right this second, feast your eyes on (and indeed, in) the **Immerse Virtual Reality Headset**, available exclusively at **Firebox.com.** It's a new and affordable foray into the breathtaking world of virtual reality.

This mind-bending piece of kit utilises any smartphone to create a virtual world right in front of your eyes. Hundreds of free and inexpensive Virtual Reality (VR) apps are available on both the Play store and the Apple store, so whether you want to watch 3D Movies, explore new worlds or play immersive games, there's something for everyone.

Want to explore a city taken over by dinosaurs? Go ahead. How about wandering a world brimming with zombies just waiting to be shot? Now you can. The possibilities are endless with this entry-level *Oculus,* only infinitely more accessible.

Simply select which virtual world you'd wish to explore, slot your phone into the adjustable plastic enclosure of the super-comfy headset, put it up to your eyes and adjust the lenses and head straps to your liking before stepping foot into an immersive new land, all from the comfort of your own living room.

It's just as fun watching someone else become completely over-awed by their new surroundings. Watch and laugh as their jaws drop open, their heads mindlessly wander and listen to their gasps of wonder, delight and terror. It's never been easier to dip in and out of the real world to explore new, virtual environments.

The **Immerse Virtual Reality Headset** is available from **Firebox.com** for just £29.99

Please Note:

- Probably best to give your eyes a break after a couple of hours
- Compatible with Android and Apple phones – maximum device size – 3.5x5.7" (8.2 x 15.4cm)

Product Features:

- An affordable way to dip your toe into the world of virtual reality headsets
- Ultra wide field of view for an intense 3D experience
- Adjustable lens for optimal vision (means that you can use them without wearing glasses)
- Wireless 360-degree head tracking
- Face contact foam and adjustable head straps for maximum comfort
- Compatible with hundreds of free and inexpensive VR apps, 3D movies and games. All available to download from the Play Store and App Store
- There are also tons of free videos on YouTube too, just search for 'side by side 3D' and get exploring

Dimensions:

- Measures approximately 16cm(W) x 9cm(H) x 11cm(D)

For more information and samples please contact: E: press@firebox.com

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Company Contact:

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