

REALITY

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RODNEY MULLEN ANNOUNCES SKATRIX, WORLD'S FIRST AUGMENTED REALITY SKATE GAME

The Godfather of Skateboarding Introduces the Sport to the Metaverse

AUSTIN, March 12, 2022 – The metaverse is about to get gnarly. As one of 5 finalists in SXSW's The Pitch competition, Reality Crisis will announce RODNEY MULLEN'S SKATRIX, the world's first augmented reality skate game. Named one of Finland's 10 Hottest Startups, Reality Crisis is reinventing the skate game genre with live multiplayer options and an unprecedented blurring of the physical and virtual worlds.

From inventing countless tricks to co-founding the largest skateboard company in the mid-90's, Rodney Mullen is the most influential skater in history. He kept his skating private during a decade-long odyssey from TED stages through Silicon Valley to MIT, but he's kickflipping back into the limelight to merge his passions for skateboarding, innovation, and technology. Throughout his unparalleled career, he continually changed the game of street-skating; now, he's changing the skating game again in a brand-new platform.

Skateboarding has given rise to the most enduring, beloved video game franchises. Yet players have never been able to skate the real world because mixed-reality tech hadn't emerged: all of that changes now. SKATRIX unleashes Augmented Reality on anyone's mobile device to skate the physical world like a pro— anywhere, on any scale. The game also introduces a new dimension of dialogue between fans, pros, and brands with unparalleled fidelity to skating's essence and community.

Reality Crisis is an Augmented Reality mobile game development studio based in Finland and distributed across Europe, the Americas, and Oceania. Our mission is to build a social gaming and content platform, where anyone—from casual fans to industry icons— can converge where the physical and virtual blur into a world of limitless potential. SKATRIX will soft launch at SXSW. Come skate with us, wherever you are!

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