

## **Freeaim today announced that the Company is showcasing its flagship prototype, the Freeaim VR Shoes at the AWE USA 2023**

**Hayes, London, United Kingdom, 31 May 2023** – Freeaim Technologies, an immersive tech company, announced today its participation at the AWE USA 2023, showing publicly for the first time globally, its flagship product, the Freeaim VR Shoes.

Freeaim will unveil publicly for the first time ever, the latest pre-production prototypes of their flagship VR Shoes; a new technology that will not just replace existing VR treadmills, but allow this niche technology to grow significantly beyond what it is today. Freeaim is preparing to launch the VR Shoes system later this year via crowdfunding and we will be announcing preliminary pricing details and expected launch window at AWE.

Ashley Foxcroft, the CEO of Freeaim, said, “We’re delighted to unveil our latest VR Shoe prototypes for the first time ever, a true world premiere, and there’s nowhere else better to do this than at AWE USA. We believe our VR Shoes will provide a much needed, far better solution to natural walking and movement for VR which is affordable, compact and easier to use, and most importantly, fun and immersive. For those who will be attending AWE, we will be in the start-up zone at Booth S46 and we look forward to meeting with many of you, explaining how it all works and hopefully you will see for yourself why we believe VR Shoes will become the next important VR accessory alongside Haptic gloves etc.”

### **About Freeaim Technologies**

Freeaim Technologies is a London based VR hardware technology company focusing on full body movement and control solutions: also known as VR locomotion. The Company has several technology inventions in the pipeline. Its flagship product is the Freeaim VR Shoes, a wearable technology that enables users to naturally and safely walk infinite distances in virtual reality, in any direction, but stay within a small play space. This offers a more realistic, affordable & compact alternative to VR treadmills. Think of it as an electric vehicle miniaturised into footwear, with machine learning algorithms for counteracting all walking movements and creating a truly immersive ‘no bounds’ experience.

### **Contacts**

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