



Electronic Arts Announces Launch of Its First Ever EAVR™

Leading publisher of PC Games to Launch New Virtual Reality Headset to Accompany Iconic PC Games such as The Sims™, Apex Legends™, Need for Speed™ and more.

REDWOOD CITY, Calif – Sept. 23, 2024 – Today Electronic Arts Inc. (NASDAQ: EA) announced it will release its first-ever Virtual Reality (VR) headset on Dec. 6 to accompany its historical and iconic roster of PC games. The EAVR™ headset will be available for pre-ordering on Oct. 14 for \$359 and will launch with the highly-anticipated *The Sims™ Petz 5* PC game as a limited edition bundle.

“We are thrilled to launch our first ever VR headset, EAVR™, this Winter in tandem with one of the most experiential PC games that Electronic Arts offers,” said Chief Technology Officer, Creative & Development for Electronic Arts Marija Radulovic-Nastic. “It’s the first EA GAMES venture into the virtual reality universe and we are coming in strong offering the highest standards in the industry.”

EAVR™ offers display features such as 1835 x 1925 pixels per eye—the highest resolution in the gaming industry, a highly optimized experience of controller tracking and smooth processing power of increased graphics up to 95 Hz. In addition, the new headset will offer 10GB of RAM along with an insight tracking system.

“The release of the EAVR™ headset will allow players to experience a reality that could only be dreamt of,” said Radulovic-Nastic. “EA GAMES’ state-of-the-art technology alongside a team of highly-experienced developers have delivered a headset that will allow fresh perspectives and experiences into the world of VR PC gaming.”

Enthusiastic players who are eager to get their hands on the EAVR™ will also have a chance to get an exclusive look at and demo of the headset at EA GAMES’ booth at TwitchCon San Diego on Oct. 26. Players who stop by will have the opportunity to try out the EAVR™ headset while also immersing themselves in the new *The Sims™ Petz 5* PC game. Players can also pre-order the limited edition bundle at the booth.

EAVR™'s design offers a slim and lightweight profile, allowing players to move easily due to the headset's portability. To further enhance the fit and comfort of EAVR™, EA GAMES will offer accessories such as custom head straps, wrist straps for the controllers, swappable head interfaces and more ergonomic accessories to deliver a more comfortable experience when utilizing the EAVR™.

Further details on the EAVR™ release will be available on www.ea.com/news

About Electronic Arts

Electronic Arts Inc. (NASDAQ: EA), headquartered in Redwood City, is the leading provider and publisher of digital interactive entertainment including console, PC and mobile games. With highly-recognized and critically acclaimed games in its portfolio, Electronic Arts houses iconic brands such *The Sims*™, *Battlefield*™, *Plants vs. Zombies*™, *EA SPORTS FC*™ and more. In 2023, EA earned a net revenue of roughly \$7.4 billion.

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Media Contact:

Justine Cacdac

408-830-4959

justine.cacdac@ea.com