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EA Races into Virtual Reality with Need for Speed No Limits VR on Daydream

The Legendary Racing Franchise Brings an Immersive VR Experience to Mobile This Holiday Season

Check out the trailer [here](#).

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced that *Need for Speed™ No Limits VR* is in development for Daydream, Google's platform for high quality, mobile VR. Set to launch this holiday season, the game will bring the high-speed thrills of EA's hit mobile game *Need for Speed No Limits* to virtual reality for the first time, after it was revealed as part of the Daydream experience at Google I/O earlier this year.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161208005874/en/>



Developed by the team at EA's Firemonkeys studio in Melbourne, Australia, *Need for Speed No Limits VR* will deliver visceral, intense racing action, never-before seen on mobile. The game will take players deep into the world of underground street racing as they battle for dominance on the streets of Blackridge.

"We're always looking for ways to make our games more intense, more immersive, and more fun - and we are excited to bring *Need for Speed No Limits VR* to Daydream," said Tony Lay, General Manager, Firemonkeys. "We think players will love this all-new way to experience the world of *Need for Speed No Limits*."

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(Graphic: Business Wire)

With an awe-inspiring, intuitive VR user interface for players to navigate, players will be able to choose their car and track, before entering an intense new reality of racing action. Additional features include:

- | Driving an incredible selection of over 30 of the most exotic and desirable cars on the planet, featuring manufacturers such as Lamborghini, Ford, Mazda, McLaren, Subaru and Dodge;
- | Racing 60 events across 12 tracks set in 4 realistic environments, including notable regions such as Central, The Cape, Los Verdes and Blackridge;
- | Selecting from 5 event types: Hit List, Special Delivery, Street Race, Speed Run and Checkpoint;
- | Competing with players from across the world via event leaderboards with Google Play Games Login.

"EA and Firemonkeys create some of the best games in the world, and we're thrilled that they're developing for Daydream," said Mike Jazayeri, Director of Product Management for Daydream. "*Need for Speed No Limits VR* leverages Daydream's powerful performance and controller in an immersive racing game for any Daydream-ready phone."

Need for Speed No Limits VR will be available this holiday season as a premium game for Daydream. Google's Pixel and Pixel XL are the first Daydream-ready phones available and work with Daydream View. For more information on *Need for Speed No Limits VR*, follow us on [Twitter](#), Like us on [Facebook](#), Watch on [YouTube](#) and visit <http://www.ea.com/needforspeednolimits/>.

*Network fees may apply.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2016, EA posted GAAP net revenue of \$4.4 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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