



"THIS IS A DAY I'VE BEEN LOOKING FORWARD TO FOR YEARS. YET TODAY IS ONE OF THE SADDEST DAYS OF MY LIFE, AS I STAND HERE ALONE.

"MY FRIEND AND COLLABORATOR, MATHIEU EIFFEL, PASSED AWAY ON THE EVE OF HIS GREATEST ACCOMPLISHMENT. PEOPLE THE WORLD OVER HAVE SENT MESSAGES OF HOW MATHIEU'S WORK HELPED THEM, TOUCHED THEM, AND INSPIRED THEM. MATHIEU EIFFEL WAS CALLED AN ARTISTIC GENIUS, A TRUE VISIONARY, A BRILLIANT MIND, AND A REVOLUTIONARY INVENTOR. HE WAS THAT, AND MORE. HE LOOKED AT THE WORLD WITH CHILD-LIKE WONDER, AND AN ENGINEER'S MIND FOR BETTERING THE HUMAN EXPERIENCE.

"TODAY IS A DAY TO MOURN HIS PASSING.

"BUT MATHIEU WOULD NOT HAVE WANTED TRAGEDY TO OBSCURE HIS WORK. MATHIEU WOULD HAVE WANTED PRISMA TO RETURN TO THE ENDEAVOR HE LOVED SO MUCH, BUILDING A BETTER TOMORROW FOR THE ENTIRE WORLD, HIS GLOBAL FAMILY.

"WITH THAT SPIRIT IN MIND, I MUST TELL YOU THAT TODAY IS ALSO ONE OF THE HAPPIEST DAYS OF MY LIFE. IT IS A PARADOX OF THE HUMAN MIND, THAT IT CAN CONTAIN SUCH CONTRADICTORY FEELINGS SIMULTANEOUSLY. IT IS A WONDER OF THE HUMAN MIND, FOR IT HOLDS MULTITUDES. AND MATHIEU GIFTED US WITH AN INFINITY OF THINGS TO EXPLORE...

"IN 2050, WE INTRODUCED THE WORLD TO THE FIRST-GENERATION B-LINK. IT DIDN'T JUST CHANGE PRISMA. IT CHANGED THE GAME FOR AUGMENTED REALITY. IT IMPROVED THE LIVES OF COUNTLESS PEOPLE WITH LIMITED VISION OR HEARING. IT PROVED ITS WORTH AS A TEACHING TOOL, AND WAS USED BY PROFESSIONALS TO ENHANCE THEIR EXPERTISE, FROM DOCTORS TO PILOTS AND EVERYTHING IN BETWEEN.

"AND TODAY, WE INTRODUCE THE NEXT GENERATION OF NEURAL DEVICES, THE B-LINK 2.0, THE MOST IMMERSIVE VIRTUAL REALITY EXPERIENCE EVER CONCEIVED, PROMISING FULL BODY IMMERSION. WITH IT, YOU'LL BE ABLE TO ENTER THE HYPER SCAPE – A FULLY-REALIZED VIRTUAL CITY OF LIMITLESS EXPERIENCES AND OPPORTUNITIES.

"THE B-LINK WILL ALLOW YOU TO USE THE HYPER SCAPE FOR SCHOOL. FOR WORK. TO TRAVEL. TO NOT JUST TALK TO FAR-OFF FAMILIES AND FRIENDS, BUT TO BE THERE WITH THEM. SHARE EXPERIENCES. MAKE MEMORIES. IN THE MOMENT.

"AND PRISMA DIMENSIONS IS THRILLED TO BRING IN A WHOLE NEW LEVEL OF EXCITEMENT AND ENTERTAINMENT WITH CROWN RUSH, OUR MOST AMBITIOUS ACTION-SPORT YET. PLAY WITH YOUR FRIENDS. BEST THE COMPETITION. CHANGE YOUR LIFE."

"WELCOME TO THE FUTURE OF CONNECTIVITY AND ENTERTAINMENT.
WELCOME TO CROWN RUSH.
WELCOME... TO THE HYPER SCAPE."