



Virtual Reality Surfing Experience for White Claw Hard Seltzer



Have you ever wanted to know what it's like to ride the perfect wave? To feel the surfboard moving beneath your feet as you gaze out at the horizon? Don't own a board? Don't know how to swim? No worries with a VR Surfing Simulator.

Looking Glass partnered with White Claw Hard Seltzer to create a virtual reality surfing experience that combines the audio-visual aspect of being on the ocean with the physicality of actually riding the waves atop a real surfboard. The VR Surfing Simulator will be installed into a truck fitted with a pneumatically controlled surfboard with accompanying VR headset. White Claw will be featuring this VR surfing experience as part of their nationwide events tour this summer.

A Perfect View

Participants will don a wireless VR headset with adjustable straps to ensure a secure fit, allowing them a first-person high resolution 360 point of view. With 360 degrees to take in, they will find themselves in the middle of a beautiful sunny day in the islands. Scan the horizon to take in the vast ocean. Witness the sunlight dancing on the water as the waves swell on their way to meet the sandy shore. Hear the rushing, crashing, lapping caress of the sea in an endless ebb and flow along a pristine beach. It's a virtual tropical paradise.

A Perfect Ride

What makes the VR Surfing Simulator more than a visual delight is the incorporation of an actual surfboard mounted on pneumatic supports. The compressors beneath the board are programmed to adjust the movement of the board to simulate the swell and rush of the wave in time with the surfing video. Standing atop the board, participants will experience the sense of balance one needs for a ride that's totally gnarly—that's *awesome* for the inexperienced surfer. Experience the take-off as the wave races to shore. Feel the rush of sliding down the curve as the wave curls around for a breathtaking shot through the barrel. For safety, the simulator is fitted with grip rails so there's no worry of a wipeout.



Why A Virtual Reality Surfing Simulator?

There are many stories told of the sea, including the idea of wave patterns and the appearance of a wave that is notably larger than the rest. Two of the most prevalent make mention of a particularly large wave being the seventh or the ninth wave in a series. However, there is another that tells of the legendary white claw wave. It is said to be the result of three waves traveling in a set that combine to create a wave surfers refer to as "a mondo wave to end all waves" and "a thing of radical beauty." It is from this that White Claw Hard Seltzer takes its inspiration. Or as they explain the white claw wave: "when three perfect crests come together to create a moment of pure refreshment." This is the experience they wanted to offer.

How Did We Make A VR Surfing Simulator?

Looking Glass Services is dedicated to utilizing immersive technologies as a means to connect businesses with their audiences. This endeavor made use of our [360 Media Production](#) and our [VR/AR Application Development services](#). The video used is not computer generated, but rather that of an actual surfer riding the waves. What participants see and hear is exactly what they would see and hear if they were surfing. Paired with the pneumatically controlled surfboard participants can expect an experience very close to the real thing.

Working with companies to develop custom, innovative VR/AR experiences like the VR Surfing Simulator is just one of the ways Looking Glass helps businesses realize the benefits of utilizing this exciting technology. It can also be used to develop training tools, virtual tours and more. [Contact us](#) today to learn how Looking Glass can help your company make a lasting impression using virtual reality.



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