

TWX \$100.23

SEARCH THE DIRECTORY

SEARCH THE INTRANET

MYHR

MyCNN

NORTH AMERICA

ATL: Reimagine Techwood

Café Menus

Common Numbers

Conference Rooms

Facilities Help Desk

Forms

Forum

Groups

Leadership

Perks/Discounts

Protect Turner

Resources

Security

Tech Support

Visitor Info

Volunteer & Give

EMEA

ASIA PACIFIC

LATIN AMERICA



It's a reality...Rick and Morty Goes Virtual.

Just in from the Dept. of Duh!...Adult Swim is cool.

Since the dawn of time, or at least 1914, when the world laid eyes on Gertie the Dinosaur...people have wanted to walk and talk with their favorite animated amigos. Now, thanks to the team behind *Rick and Morty*, that brought you words like Schleem, Dinglebop and the legendary Plumbus...it's possible. Hallelujah! Wait...how?

Virtual Reality...an oxymoron that itself is ironic because the geniuses behind this type of technology are far from anything remotely sounding like the word "moron". In fact, Alex Schwartz and the team at Owlchemy, had already made a huge splash in the VR pool with their award winning, "Job Simulator". I know I know...another job? Stay with me.

However, a little birdie tells me, the perfect marriage of technology and animation all started with a Tweet. Actually, it was Jeff Olsen, the VP of Games at Adult Swim that informed Turner Now that "it was a project that kinda spun up when Justin [Roiland, co-creator of *Rick and Morty* with Dan Harmon] had said nice things about 'Job Simulator' on Twitter." A few phone conversations later and Justin and Dan were on the big bird to Atlanta to meet with Jeff and his Games team. The results..."Rick and Morty: Virtual Rick-ality", the first ever large-scale VR offering from Adult Swim.

How is it going? According to Jeff Olsen, at notable conventions like Pax East, Pax West and Comic Con, "Within 15 minutes of any show opening we had like a three hour wait for all of our stations." Not too shabby. But large scale VR is not for the weak at heart or wallet. To play in the deep end you should have a high-speed PC, a VR room, headsets and controllers with names like Oculus Rift and Vive. Mind blown.

So why is Adult Swim going after such a small market you ask? It's simple. Big Fish. Small Pond. With over one hundred million mobile game downloads, including "Pocket Mortys" which was one of their two #1 games in the app store last year, Adult Swim has become a trusted partner in the gaming industry. Getting in on the ground floor "Virtually" puts Adult Swim at the forefront of a fast-growing VR industry. Did you really expect anything else?

Plus, it has met the expectations of even the biggest *Rick and Morty* fans. "Fans expect to be fully enveloped in the world of *Rick and Morty*...this is the first time that you can get into a show that fans have grown to love" states Associate Producer at Adult Swim Games, Jacob Paul. And Jeff Olsen agrees, "they [fans] want a...kind of deeper experience than maybe they're able to get on the screen." All of this made for an "Easy Greenlight" for Mike Lazzo and the Adult Swim Games team.

So grab your Plumbus and jump into the virtual deep end. It's time for Adult Swim.

