

# FLIPSIDE XR

## FOR IMMEDIATE RELEASE

### Flipside Studio Adds Steamboat Willie Character in Latest Software Update

WINNIPEG, CANADA, January 18, 2024 — Leading virtual reality (VR) animation software maker Flipside XR announces a Steamboat Willie character in its flagship Flipside Studio software for users to be able to create and share real-time animated content with. This update also introduces a much-requested new feature, the ability for characters to walk around freely using the joystick for movement.

“Steamboat Willie becoming public domain is exciting for creators of fan fiction to play with such an iconic character. We wanted to jump on that opportunity to let our users be able to embody the character directly and feel what it’s like to become everyone’s favourite mouse.” says Flipside XR CEO Lesley Klassen. “We can’t wait to see what kinds of Steamboat Willie-based content our users will come up with.”

“Joystick-based character movement has to be our number one requested feature, and is something we’ve been working on for a long time.” adds Flipside XR CTO John Luxford. “We wanted to take the time to get this feature right, and we’re really proud of the results.”

Unique to Flipside Studio’s joystick-based movement, users will see that their upper body movements continue to translate to their character’s upper body as they walk, so they can continue to act as they walk and fully incorporate walking into their scenes.

“Because audiences watching content is central to Flipside Studio, the audience perspective is always something we have to keep at the forefront as we design new character features.” says Flipside XR CCO Rachael Hosein. “That’s why we spent the extra time blending motion capture with walking in this unique way, so the user can feel confident that we’re translating their movements and inputs onto the character in a way that looks the best to viewers and to the camera.”

Flipside Studio was released in March of 2023 and is available for free in the Meta Quest and Rift app stores.

-30-

For media inquiries, please contact:

Lesley Klassen

[lesley@flipsidexr.com](mailto:lesley@flipsidexr.com)

1-204-290-8830

**About Flipside XR**

Flipside XR is the team of passionate creators behind Flipside Studio, one of the leading virtual reality apps for creators building the future of entertainment. Originally founded by creators Lesley Klassen, Rachael Hosein, and John Luxford as The Campfire Union in 2014, they began working on Flipside Studio in 2016 and are backed by venture capital firm Boost VC, with additional funding from the Canadian Film Centre and Canada Media Fund.