



Contact: Rachel McCubbin
Phone: 210-582-5316
Email: rmccubbin@theimgstudio.com

FOR IMMEDIATE RELEASE

Silver & Black Give Back Host the Team Up Challenge

The IMG Studio participated in the Team Up Challenge where they shared their VR Wheelchair Basketball Game.

San Antonio, Texas - April 18, 2018: On April 18th, The IMG Studio developed the first of its kind interactive VR wheelchair basketball game at the Team Up Challenge hosted by Silver & Black Give Back (SBGB). The project was inspired by South Texas Regional Adaptive and Paralympic Sports (STRAPS) wheelchair basketball athletes. STRAPS wanted an exciting way to recruit future players. The VR game can even be used for training purposes as it has multiple setting that will challenge players by using real-life techniques while playing virtually.

The Team Up Challenge is a community service learning project that involves the community and educates children through hands-on experiences. The Team Up Challenge consists of 16 teams. SBGB gave a grant to all participating teams. STRAPS then contracted with The IMG Studio to create the wheelchair basketball game using the funding from SBGB. The wheelchair basketball game is a part of the health and wellness category to encourage participation in wheelchair sports for people with and without disabilities.

Andrew Jacobson, IMG's Interactive Media Manager, started the game with a cube as the wheelchair, and a white sphere for the ball. He collaborated with Graphic Artist, Casey Dockendorf, who made Andrew's vision come to life. Casey created the stadium, equipped with chairs, the athlete, the basketball, and wheelchair. "We're so excited to be a part of this project," says IMG's President of Interactive Media, James Chandler. "It's an honor to bring awareness to adaptive sports and make it feel real for the players".

The VR wheelchair basketball game will be housed at the STRAPS facility for future and current players. It will be a driving factor in getting more players with and without disabilities to participate in wheelchair sports.

Additionally, The IMG Studio created a 360-degree video shot at the AT&T Center to show a wheelchair athlete's perspective. The video showcases what a game of wheelchair basketball is like and allows viewers to put themselves in the game. Don Dimick, Production Manager at IMG Studio, said "It was like nothing I had ever shot before! It really makes the game real for the viewers."

The IMG Studio is a four-time EMMY Award winning San Antonio-based company that provides creative digital media content including video, animation, web development, virtual reality, augmented reality, and app development. By using in-house talent, The IMG Studio is able to remain flexible and responsive while delivering polished, attention-getting products to clients.