

[Test] - METAVERSE : FISE is expanding its horizons

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Press release

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FISE & HERMIT CRAB GAME STUDIO are bringing action sports to the metaverse through The Sandbox.

From October 30, a FISE Zone will appear in the third season of The Sandbox, a World metaverse reference. The FISE experience will be available on Sportsland, a Brazilian lifestyle “universe” developed by Hermit Crab Game Studio. In this virtual world, players can create, own and monetize their gaming experiences in the Ethereum Blockchain. As in its physical festival, this virtual place will be dedicated to action sports with Skateboarding, BMX and Parkour.

Hurricane Group, the FISE events organizer, is starting a collaboration with Hermit Crab Game Studio, a Brazilian company that specialized in developing and publishing games for mobile platforms, cloud gaming, and metaverses. Initiated by Agence 3L, in charge of the licensing strategy of the biggest World Action Sports Festival, the partnership is launching an exclusive digital experience. Both parties have been attracted by their common values, and are excited to positively impact their players through responsible content.

As part of the Sports Land, the FISE Area will be a place dedicated to urban sports, such as Skateboarding, BMX, and Parkour. Number of The Sandbox users will enjoy tracking unique assets that they could afford as NFT. Caps, BMX and structures will be displayed, offering to their owners the opportunity to be selected to a hospitality program to enjoy the FISE Montpellier as a VIP (including transport, riders' meetings, ...).

Developed by Hermit Crab Game Studio, Sports Land is a LAND inside The Sandbox inspired by the Brazilian lifestyle and sports passion, where you can join the plurality and colors of an experience full of fun challenges.

The Sandbox is a virtual world where players can build, own, and monetize their gaming experiences in the Ethereum blockchain. It can be accessed for free by anyone and step up with tokens, such as SAND, its own cryptocurrency, and Non-Fungible Tokens (NFTs), such as the LAND tokens and ASSET tokens. Successfully mobilized as terrain of expression by the Adidas brand or the US rapper Snoop Dogg, this universe has already entertained users of season 3 with various experiences, activated by reference franchises including the famous Raving Rabbids, The Walking Dead, Atari or even the Smurfs.

The metaverse is an immersive digital experience where you can experience reality in a whole new dimension while interacting with people worldwide. It's part of Web3 and is based on decentralization and transparency.

The Sports Land official Discord server to be up to date with the announcements: <https://discord.gg/ZXmX2fgMky>.

Sports Land Social Media:

Instagram: @sportslandtsb

Tik Tok: @sportslandtsb

Twitter: @sportslandtsb

Facebook: @sportslandtsb

MORE INFO HERE

FOLLOW ALL THE ACTION



PRACTICAL INFORMATION

For more info about Hurricane Group events, visit the Newsroom or contact us : marie.r@hurcn.com / +33648349706.

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FISE OFFICIAL WEBSITE



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