

3dRudder, the French start-up that revolutionizes gaming, launches a capital increase on Seedrs to finance its growth.

November 7th 2019 | Aix-en-Provence, London, and New-York

You may not know its name yet, but the start-up company from Aix-en-Provence, 3dRudder, and its foot-powered game controller of the same name, are revolutionizing the global video game market.

The concept of this revolutionary game controller was born a few years ago when Valerio Bonora, then Architect, had the idea to use his feet instead of his hands to move in 3D digital models and keep his hands free for creation. The idea, which seems logical to say the least, would revolutionize the world of video games, especially that of virtual reality.



Since its creation in 2014, the start-up has had an exemplary career by multiplying partnerships with market giants: Sony (PlayStation), Microsoft (Xbox) or Epic Games (Fortnite) to name just three.

The 3dRudder, which now exists in PC/Xbox and PlayStation versions, is sold in over 700 stores around the world. The strength of this start-up? A community of users, real fans whose comments lead to the addition of new features and accessories.

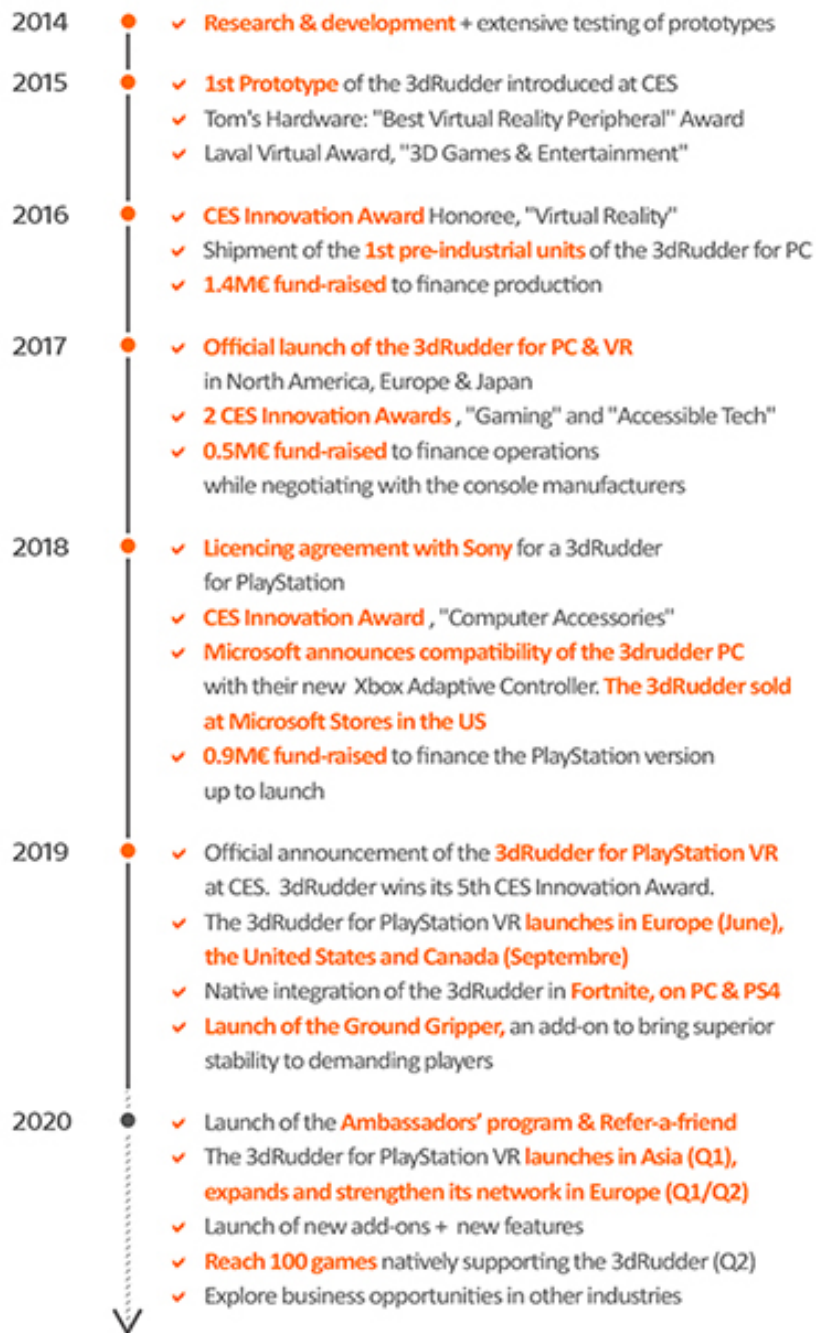


"Our ambition is to build the next Logitech, placing a 3dRudder under the feet of every player and, ultimately, every professional whether in virtual reality or on a standard screen," says Stanislas Chesnais, CEO of the company. "The Swiss leader in computer peripherals is also born of a revolution: the advent of graphical interfaces and the need for a pointing device that became the mouse. 3dRudder is born with virtual reality (VR), which promises to be the third big personal computing revolution after PC and mobile, and our controller is revolutionizing the way people move around these 3D environments, just by using their feet."

The strength of the 3dRudder? A great simplicity of use and bluffing performances in games and applications.

But the 3dRudder adventure has not been a long quiet river. *"3 years ago, we were almost being insulted on forums. The very idea of a new game controller, moreover foot-powered, bothered most!"* says Cécile Valéry, Director Marketing & Communication. The Start-up, made up of enthusiasts, perseveres. In a few years, its controller is validated by Sony and Microsoft, and becomes the representative of a new category of peripherals: the foot controllers.

MILESTONES



This singularity also allows the 3dRudder to make video games accessible to players with upper-body limited mobility. Epic Games, for whom this topic of accessibility has become a key topic, recently added the option "3dRudder" in Fortnite to get around in the game.



A crowdfunding campaign to finance its growth

The company was initially seed funded by funds ACG Management / R2V, South Investment Region, Caap Creation and Pleiade Venture. Since 2018, for lack of investment funds dedicated to consumer hardware in France and Europe, the start-up turned to business angels/family offices. The goal of the equity crowdfunding campaign on Seedrs is to reach business angels far beyond the relational networks of its founders and shareholders.

This new round will enable 3dRudder to break new grounds by expanding its distribution network worldwide and strengthening its marketing capabilities.

The campaign page is available on Seedrs' website at seedrs.com/3drudder.

About 3dRudder

3dRudder was founded in 2014 in Marseille, France and has an office in New York, NY. The flagship product of the same name, 3dRudder, is a foot-powered movement controller, providing the most natural way to move in 2D, 3D and VR environments. For gamers, people suffering from limited mobility, designers, architects, and professionals who want to do more in their 3D digital environments, 3dRudder keeps your hands free and enables total immersion in a virtual reality.

Media Contact for Europe & World
Stanislas Chesnais
+33 (0) 777954931
schesnais@3drudder.com

Media Contact for USA & Canada:
Christophe Dissaux
(347) 323 2623
cdissaux@3drudder.com