

**VIRTUAL REALITY FILM REVEALS NEW PUMA evoTOUCH BOOT**

360 Film Brings Boot to Life Through Immersive VR Experience

**Herzogenaurach, Germany (11 July, 2016) –** Introducing ‘Create Gravity’, the new virtual reality film that launches the Global Sport Brand’s all new football boot, PUMA evoTOUCH. This space themed film changes the way people can discover the new evoTOUCH boot. Virtual reality technology transports viewers into the cosmic formation of the boot, giving them into an experience like no other.

The 360-degree immersive film can be experienced with Google Cardboard, a VR Headset, on mobile with the built in accelerometer and on desktop with the mouse and WASD keys.

***View and embed to your website with these links:***

***YouTube:*** [***https://youtu.be/Q9KDY6-dGdg***](https://youtu.be/Q9KDY6-dGdg)

***YouTube embed link: <iframe width="560" height="315" src="https://www.youtube.com/embed/Q9KDY6-dGdg" frameborder="0" allowfullscreen></iframe>***

*‘Create Gravity’ can also be viewed on PUMA Football’s Facebook page, @PUMAFootball.*

The all new PUMA evoTOUCH is a leather football boot with unrivalled control and exceptional touch. PUMA evoTOUCH is new to PUMA’s football boot category, designed for playmakers like Cesc Fàbregas, Marco Verratti and Santi Cazorla who will wear this boot on-pitch from the start of the new season.

PUMA evoTOUCH is available to buy now on www.puma.com, in PUMA Retail stores and through select specialist football retailers worldwide.

-ends-

*Rights free imagery can be downloaded from PUMA’s Press Centre: news.puma.com*

**Media Contacts:**

**PUMA GLOBAL**

Tim Stedman, International PR, PUMA

+49 151 1474 3148

tim.stedman@puma.com

**PUMA**

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)