**Comic-Con Prague will present Prague in the future with the help of virtual reality**

Prague, 5 April 2023

**At the fourth edition of Comic-Con Prague, which will take place from 14 to 16 April 2023 in Prague's O₂ universum, a special exhibition called FutureCity will be available for checking out. With the help of virtual reality, it will transport visitors to the Prague of the near future. Compared to previous years, it will also present a plan for the further development of Prague or a new crypto game about Prague and an interactive exhibition**

**about the Prague water industry.**

The exhibition called FutureCity will offer an unconventional experience in the form of a virtual journey to the Prague of the near future. *"After boarding the time-space capsule, we will take passengers on a journey into the future. They will find themselves in a Prague powered by modern, data-driven technologies, in a metropolis that is much cleaner, quieter, and also much greener. During the journey, they will meet the ruler of the underground realm, visit a transport exchange or a biological wastewater treatment plant*," says **Pavel Renčín**, Marketing Director of Active Radio, on behalf of the organisers

The current edition of FutureCity is newly expanded with an interactive part where fans can learn more about the workings of the city's companies and their plans to improve the lives of Prague's citizens and visitors. This programme also includes a special crypto game around the festival grounds. As part of the cipher game, participants can experience what it would be like if no one cared about the everyday needs of Prague citizens. The aim is to present the everyday work of municipal companies and especially the involvement of modern technologies in the functioning of the metropolis.

The technology zone, which includes FutureCity, will also include an exposition of Prague Transport Enterprises. For those interested, they have prepared, for example, a tram driving simulator or a Saturday lecture on the future of transport in Prague by Deputy Mayor Zdeněk Hřibo. *"We will not be many light years away and a new era of Prague's public transport will begin. We are entering a time when an autonomous, driverless metro will soon be traversing Prague. Trams will start to circle around the city as they should, without the need to always take a close look at Prague Castle on the way to the city centre. A fleet of hydrogen-powered buses will start competing with trolleybuses to see who is more ECO. All this, and more, awaits Prague's transport of the future. Whoever wants to learn more should definitely attend this year's lecture*", says **Zdeněk Hřib**, First Deputy Mayor of the Capital City of Prague. Prague's First Deputy Mayor for Transport.

In front of the O₂ universum, the last exhibition, Hidden Places of Prague's Water Industry, will complement this more technically oriented programme. Visitors to the festival can use their mobile phones to discover places dedicated to water. Places where river water becomes drinkable, or even places where used water undergoes purification so that it can become part of the river flow again. All of this will be instantly accessible by scanning the QR code.

FutureCity is being developed in cooperation between the organizers of Comic-Con Prague, Active Radio and Comic-Con Prague, and the City Hall of Prague. Prague, the municipal companies Kolektory Praha, Technická správa komunikací, Pražské vodovody a kanalizace and the Brainz Immersive studio.

News and updates about Comic-Con Prague can be followed on the website and social networks, where new detailed information is gradually added:

Website: https://www.comiccon.cz/

Facebook: https://www.facebook.com/comicconprague/

Instagram: <https://www.instagram.com/comiccon_prague/>

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Information on accreditations [here.](https://www.comiccon.cz/media?lang=en)

**Active Radio a.s.**

Active Radio a.s. is a multimedia group that owns the radio stations Evropa 2, Frekvence 1, Rádio Bonton, Rádio Dance, Youradio and Youradio Talk. It also owns the children's project Pigy. It operates a number of online media, streaming audio services, brings together fan groups on social networks and organises events. The NoLimits division organises events for more than 100,000 people a year. As of 2018, it belongs to the holding company Czech Media Invest.

**Comic-Con Prague s.r.o.**

Václav Pravda founded a new s.r.o. for the purpose of organizing Comic-Con Prague. The company works closely with SFK Avalon o.s., a non-profit association of fans behind the organisation of major pop culture festivals - Festival of Fantasy, PragoFFest, FanCity and GameFFest.