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# Cityneon presents TRANSFORMERS: THE EXPERIENCE to North America and China

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Attendees of [Hasbro Pulse Con 2021](#) were the first to hear the [Cityneon](#) and Victory Hill Exhibitions announcement of [TRANSFORMERS: THE EXPERIENCE](#). This immersive exhibition is set to debut in North America in Summer 2022, followed by a tour throughout the region. A second unit will launch in China in Q4 2022. Launch cities will be announced in the future.

Guests are invited to test their skills – and their courage – as they pick a side in the intergalactic battle between the valiant Autobots and the underhanded Decepticons. With hands-on interactives and high-tech immersion, the Transformers world comes to life like never before. The experience sweeps guests across the universe to train alongside iconic heroes like Optimus Prime and Bumblebee, and score victories against villains like Megatron and Starscream.



Image courtesy of Cityneon.

The TRANSFORMERS franchise has become a global entertainment brand with millions of fans, a storied legacy, and a revered place in modern popular culture. The brand's enduring connection with fans crosses borders and spans generations through films and TV series, video games and toys, and live action experiences and theme park realms.

"We have been working with Victory Hill Exhibitions to create an experience that will immerse guests in the Transformers universe and wow them from the moment they enter," said [Matt Proulx](#), Head of Location Based Entertainment at Hasbro. "We're excited for Transformers fans of all ages to discover that there's more than meets the eye at Transformers: The Experience."

Cityneon's Executive Chairman and Group CEO, Ron Tan said, "Hasbro is one of the Group's first partners in our foray into immersive experiences. Our partnership has come a long way and I am excited to see the newly created and multi-million dollar production TRANSFORMERS: THE EXPERIENCE premiere in North America and China in 2022."

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