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GERMAN STARTUP MAKES VR A GROUP ACTIVITY



PUBLISHING & MEDIA

Holodeck VR is hoping its immersive platform will become commonplace at group events like corporate team-building retreats and parties

Spotted: Munich-based startup **Holodeck VR** has developed Virtual Reality (VR) which allows up to 20 people to participate. The experience sees the participants move around in an empty space of 10×20 metres wearing VR goggles.

Holodeck's experiences combine real and digital environments, allowing people to be immersed in a virtual but realistic world. The startup offers options for industries such as eSports and tourism and plans to release several new experiences each year.

The tech behind Holodeck's system merges radio frequencies, IR tracking and on-device IMUs, which allows for multi-user, positionally-tracked VR via mobile headsets, according to TechCrunch.

The company recently received a seven-figure investment from ProSiebenSat.1 and is looking for new partners wanting to turn their spaces into interactive Holodeck experiences.

28th May 2019

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Takeaway:

By turning the VR experience into a group activity, Holodeck looking to expand the market. These kinds of experiences could become the norm for things like corporate team-building retreats or your average birthday party. While VR is still far from going mainstream, Springwise continues to spot it being developed in innovative ways, such as a kitchen manufacturer that developed an **immersive VR water experience** for marketing purposes, or advancements in haptic technology that could soon allow for the **training of surgeons in a hyper-realistic virtual environment**.