

PRESS RELEASE 25TH MAY 2018

Eindhoven will have a new virtual institute

Eindhoven – That virtual (VR) and augmented reality (AR) are booming is no longer newsworthy. The applications are mushrooming. There is a danger, however, that one can't see the wood for the trees. What is the state of the art and what kind of applications are being developed? Where is all this heading? The Hyperspace Institute will stimulate the sharing of knowledge both among professionals and between professionals and users to make the discipline more broadly accessible at a faster rate and with a wider impact.

In the region of Eindhoven for years now there has been a lot of activity in the field of virtual and augmented reality. This is apparent in the various recurring exhibitions such as the Dutch Design Week and lately in "Reloading Technology" (TAC). The experience gained in recent years will now consolidate in the Hyperspace Institute: an association by and for VR- and AR professionals.

A guide in the world of virtual and augmented reality

The Hyperspace Institute is a first port of call for educational institutions, branch associations, Brainport and Effenaar Smart Venue. "From the discipline AR and VR we only have one goal: to make sure that our technology will be implemented in the best possible way. This is no easy feat in such a new subject area! New professions will appear that we don't even know yet, so how can we give substance to this in the coming years? To explore this the Hyperspace Institute will start a dialogue. There are intersections with Gaming, 3D modeling, but also with new study programs like 'Creative Technologies' at st. Lucas. On all levels you can start working with AR/VR.", according to co-founder Natasja Paulssen.

Development and safeguard

The VR and AR industry is growing with increasing speed but at the same time it is still in its infancy. The discipline will obviously evolve further and with this we should not forget to safeguard the quality of the applications. Co-founder Frederike Manders:

"VR and AR are powerful new technologies that can have a profound impact that can be used broadly in virtually all disciplines of the society. In this early stage it is tempting to go for the 'wow' effect and use VR and AR only in a superficial way and not harness it's full potential. With the Institute we want to raise the standards and strive for quality and valuable applications in which the added value of these technologies claim center stage."



Let us get started!

Are you curious for how VR and AR can contribute to your institution, association or organization?

Visit the Hyperspace Institute on "hyperspace-institute.com" or make an appointment at info@hyperspace-institute.com