

**VENTUZ TECHNOLOGY**

**TO SHOW INTERACTIVE  
VR DEMOS AT ISE 2017**



**VENTUZ**

# VENTUZ TECHNOLOGY TO SHOW INTERACTIVE VR DEMOS AT ISE 2017

---

**As part of their focus on real-time Virtual and Augmented Reality planned for ISE 2017, Ventuz Technology will bring partner Glare Productions on the booth to show immersive and interactive VR setups using HTC Vive. The goal is to demonstrate the easy creation of valuable content for VR in a presentation and event context.**

After having successfully implemented a variety of VR technologies into their real-time graphics production pipeline, Ventuz Technology has concentrated on showing new and innovative ways to utilize Virtual Reality in their target industries. “While we have witnessed huge leaps in terms of VR hardware, the lack of meaningful content prevents a wider implementation of the technology”, said David Paniego, Product Marketing Manager of Ventuz Technology. “Our goal is to show how the vast Ventuz graphics toolset can help our customers

create unique and compelling 3D content for their business purposes.”

For their booth at ISE 2017, Ventuz Technology has invited partner Glare Productions, a creative agency known for interactive installations, high-end presentations and complex video setups, to provide custom-made VR content. Glare will concentrate on the interactive side of VR by allowing the user to freely move around a virtual apartment and arrange objects in a 3D setting.

According to Andreas Klasing, CEO of Glare Productions, “Ventuz has proven a powerful software for the creation of content for Virtual Reality. Besides the fact that it allows us to work incredibly fast, the extensive 2D and 3D design functionalities make it possible to easily put together visually compelling real-time graphics. Additionally, Ventuz is renowned for interactive applications, which allows us to explore the full potential of Virtual Reality setups by making the user an active part of the experience.”

The VR Setup will be open for the public at ISE 2017 on the booth of Ventuz Technology, hall 8, booth number 8.K325. "We also have a surprise in store", said Andreas Klasing, "but this only meant for those who are not afraid of heights."

Ventuz Technology will also present a comprehensive Augmented Reality setup as well as their all-time fortes: a large video wall and a multi-touch info terminal. ISE will take place at the RAI Exhibition Centre in Amsterdam, Netherlands, February 7-10.

