**302 Interactive to showcase Virtualware’s VR-training platform VIROO at VRARA Immersive Summit at Full Sail University**

**ORLANDO, Fla.** – 302 Interactive has partnered with the European company Virtualware to showcase an immersive virtual reality platform for enterprise set to make its debut in the southeast U.S. at the VRARA Summit in April.

The virtual showcase will exhibit to prospective clients the ease of use of Virtualware’s VIROO platform, which provides a virtual room that can be customized for companies to create training sessions for people with dispersed teams.

The VRARA Summit will take place from 9 a.m. to 5 p.m. on April 11 on Full Sail University’s campus, 3300 University Blvd. in Winter Park

302 Interactive, a creator of VR applications and experiences for several industries including the military and location-based entertainment, will highlight the work and the use cases for VIROO. VIROO allows for the creation of complicated room scale VR experiences that support multiple users simultaneously in the same room or across several locations.

“Our team is thrilled to be working to expand awareness of Virtualware’s innovative VIROO platform,” said 302 Interactive’s Chief Relationship Officer Bobby Torres. “Sometimes the toughest thing to do when you are trying to reach a new market is making sure more people are aware of your platform and its abilities. We believe strongly that VIROO can be a game changer for enterprise companies that have dispersed teams and need co-location for training people using VR.”

“VIROO offers a turn-key solution for enterprises to deploy high-fidelity, room-scale VR,” 302 Interactive CEO Kyle Morrand said. “The applications for VIROO are wide-ranging, from training, simulations, to location-based entertainment. The platform is flexible and scalable.”

302 Interactive has created several impactful projects from its downtown Orlando office, including a physical therapy program that incorporates virtual reality and a product that improves accessibility for people with low vision.

The company has also helped create an immersive driver training system for the U.S. Marine Corps.

Headquartered in Bilbao, Spain, Virtualware has been recognized as a global pioneer in virtual reality solutions for industrial, educational and healthcare giants. Since its founding in 2004, the company has gained recognition for its accomplishments. In 2021, the company was acknowledged at the world’s most innovative VR company and listed on the Euronext Paris stock exchange in 2023.

“Establishing a direct presence and implementing targeted initiatives in the U.S. market is critical to achieving our growth objectives,” Virtualware U.S. President John Cunningham said. “It is our target market in 2024 for our expansion and the use of established reference customers will kickstart our market-penetration strategy.”