



## MINDARK PIONEERS VIRTUAL 'FACE-TO-FACE' MEETING SPACES

*Virtual Reality Platform from Veteran Virtual World Creators Introduces New Level of Social Interaction to Mundane Conference Calls*

GOTHENBURG, SWEDEN – Oct. 9, 2017 - Conference calls with colleagues from around the world are about to get a whole lot more exciting thanks to the latest technology from Swedish videogame developer [MindArk](#). Businesses will soon be able to conduct virtual “avatar meetings,” allowing users to meet “face-to-face” in an interactive digital world.

Coming in December 2017 to PC and Mac via HTC Vive and Oculus Rift headsets, and to mobile via Samsung Gear VR and Google Daydream, this virtual reality platform uses 3D positional voice technology, lip-syncing and fully-tracked head and hand movements to aid avatar expression. A [trial version is available now](#) for interested customers.

“MindArk has more than a decade of experience developing and refining virtual worlds and bringing people together from around the globe, and we’re using our deep knowledge of common digital spaces to take the first step toward the future of global corporate communication,” said Klas Moreau, CEO, MindArk. “Our technology is now becoming mature enough to allow more users to step into these virtual spaces together, with a number of intriguing applications now possible by using our platform.”

With MindArk’s new virtual reality meeting space, companies can “meet” with colleagues around the globe for everyday business issues, or use modeling and interactive slides for a new level of immersive presentation to users around the world. Participants will be able to do much more than just virtually meet. From pitching and touring digitally-rendered buildings to conducting international symposiums with attendees from all over the world seemingly gathered in one place, MindArk’s new platform offers vast potential for making meetings more productive and engaging.

Customizable options for MindArk’s virtual reality meeting space include:

- **Free ‘template’ rooms**, with premium plans allowing customization of 3D models and assets as needed;
- **Persistent room states**, allowing users to return to a room just as they left it to continue their meeting;
- **Google Drive integration** enabling in-world document access.

Pricing information will be revealed later this year, but interested parties can contact MindArk for more information about trial programs. Businesses and organizations interested in having their own virtual meeting location can reach out to [businessVR@mindark.com](mailto:businessVR@mindark.com).

### **About MindArk**

MindArk is an independent video game company dedicated to establishing the 3D Internet, a convergence of online games, virtual worlds and 3D social networks. Based in Gothenburg, Sweden, the company is best known for developing and continuously updating the award-

winning, massively multiplayer online game *Entropia Universe*. Building on nearly two decades of experience in managing virtual worlds, MindArk continues to expand its technology and development into the virtual reality space.

Websites: <http://www.entropiauniverse.com/> | <https://www.competgame.com>

Facebook: <https://www.facebook.com/entropiauniverse/>

Twitter: <https://twitter.com/EntropiaNews>

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