

# MEDIA RELEASE

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### **Exciting VR Technology Product Launch in PG**

Virtual reality bear safety training program created in Prince George

Prince George, BC – May 30, 2018

VR Safety Training Solutions, based in Prince George BC, has developed a new and innovative way to educate users when it comes to bear safety training. The virtual reality technology immerses the user in the experience and keeps them engaged by initiating critical decision making in conjunction with physical movements to create muscle memory.

“We are thrilled to launch our product to the market after months of beta testing,” says co-owner and CEO of VR Safety Training, Kelly O’Neill.

Through the physical action within the VR, users are truly learning in an exciting, realistic environment. While wearing virtual reality goggles, the user is transported to a digital forest where the software simulates a bear encounter in the woods. This VR tool is then combined with in class training programs.

“This is as real as it gets without being attacked, it is the most effective training tool I’ve seen. I definitely want to add this to our bear safety training programs,” said Dan Le Grandeur, Bear Scare Inc., Wildlife Management & Training Expert.

“We are wildlife specialists with expertise in the field,” explained O’Neill, when asked how they built the company. “We had an idea to solve the boredom we personally experienced in the ‘classroom only’ bear safety training programs. But an idea alone isn’t enough. We needed help creating the business model and bouncing our ideas around the table to then create the technology product. Luckily for us, the Prince George community stepped up.”

O’Neil credits organizations such as Innovation Central Society, the Hubspace, Futurpreneur and financial assistance from the National Resource Council (NRC) via their IRAP funding, for helping them develop technology software that educates and trains bear safety in a more exciting way.

As a way to thank their supporters, as well as invite businesses that may need bear safety training, they are hosting product launch event at the Hubspace on June 6th, 2018 from 2pm - 3pm. It is free to attend.

To learn more about VR Safety Training, contact Kelly O’Neill – CEO at (250) 961-9551 or email [info@vrsafetytraining.ca](mailto:info@vrsafetytraining.ca) or visit the website at [www.vrsafetytraining.ca](http://www.vrsafetytraining.ca) .

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