

## **VRGINEERS PUTS THE 'REAL' IN VIRTUAL REALITY EXPERIENCE**

### **WITH ITS VRHERO 5K PLUS HEADSET FOR PROFESSIONALS**

#### **--Shaping the Future of Design Engineering with the Highest Resolution, Enterprise-Ready Platform in True to Life VR Imaging--**

Los Angeles, CA, January 2018 – [VRgineers](#), a virtual reality engineering company, introduces its new VRHero 5K Plus headset for engineering and design professionals. The VRHero 5K Plus features double Quad HD OLED displays, each with resolution and pixel density higher than the new iPhone X Super Retina display. The resulting level of image quality and realism is superior to anything seen in virtual reality to date, designed to go far beyond gaming. The crisp 5K resolution and full 24bit RGB colors, together with the unique custom-built optics and 170 degrees FOV, give the VRHero 5K Plus, according to analysts, the most true-to-life image in VR to date.

“Virtual and mixed reality as well as immersive computing will undoubtedly cause a revolution in the way we work across all industries. VRgineers’ mission is to empower these trailblazing professionals with cutting-edge VR technology, and together we will push enterprise VR forward to new levels,” says Martin Holecko, VRgineers co-founder.

“The level of lighting realism is fantastic. We’re really getting there now in terms of the resolution and the level of realism you can have in the model,” commented Paul Jackson, Principal Analyst at OVUM, when testing the VRHero 5K.

### **Shaping the Future of Enterprise VR**

True-to-life image in VR is particularly important for professionals designers, engineers, medical/surgical practices, motion picture set designers, and architects. The VRHero 5K Plus allows them to see reality before it actually happens in the physical world; a virtual representation of the future product they are creating portrayed down to the smallest details with realistic design details, proportions, and lighting.

VRHero 5K Plus builds upon the VRHero 5K platform used by automotive designers in companies like BMW, Audi, and Volkswagen for design validation and evaluation, allowing them to accelerate the development of new prototypes. The unparalleled image quality also lets pilots experience a realistic cockpit environment and gives architects the opportunity to fine-tune future buildings.

“As automotive designers, we’ve been waiting for someone to come up with [VR] technology that actually works. VRHero brings us closer to the future of design engineering,” said Otto Fabri, former lead design engineer at Tesla and Faraday Future, who worked on Tesla’s Model S and Model X.

## **Better, Faster, More Comfortable**

“The new fast, high-resolution, high-density OLED displays used in VRHero 5K Plus—the first OLEDs to meet our high standards for image quality—deliver a much smoother, more dynamic VR experience than ever before while not compromising on the crystal-clear image VRHero 5K is known for,” Marek Polcak, CEO and co-founder of VRgineers said.

While the acclaimed new iPhone X Super Retina 5.8” OLED display has 2436-by-1125-pixel resolution with 2.7 mega pixels at 458 ppi, VRHero 5K Plus goes even further. Each of the two OLED displays used, one per each eye, is a 5.7” Quad HD 2560-by-1440-pixel display with 3.7 mega pixels—almost double the number of HDTV—and 518 ppi. This means VRHero 5K Plus displays have almost 40% more pixels squeezed into a smaller space, providing a level of detail unrivaled in VR headsets on the market.

The display improvements include latency reduction, low persistence, faster color switching, and sharper blacks. The performance is further improved by official support of NVIDIA VRWorks, NVIDIA’s performance boosting framework for HMD developers through functions like Direct Mode, Single Pass Stereo, and Lens Matched Shading.

On the user comfort side, VRHero 5K Plus comes with a new comfortable head strap that can either be an easy-on/easy-off strap for showcase purposes (showrooms, POS etc.) , as well as, for long-term daily use.

Add to all these new features VRHero, the 5K Plus support of major 3D engines like Unity 3D and Unreal, and direct software integrations with professional software tools from Autodesk, ESI, and others, and you get a true enterprise-grade VR tool ready to be deployed in any working environment. Developed and manufactured in Prague, the VRHero 5K Plus is suggested to retail for \$9,000 USD plus installation costs.

### About VRgineers

VRgineers, Inc. is a virtual reality engineering company developing and manufacturing cutting-edge enterprise-grade VR gear for professionals. Their new generation high-resolution VR headset platform, the VRHero 5K, is used by clients in the automotive, architecture, industrial design, and training sectors, enabling them to transform their work using VR technology. The company is headquartered in Prague with a U.S. office in Los Angeles.

###

### **US Media Contacts:**

Cathy Callegari – 212-579-1370 [cathy@callprinc.com](mailto:cathy@callprinc.com),

Liz Ammirato – 845-621-2005 or [liz@callprinc.com](mailto:liz@callprinc.com)

Media Kit: [vrgineers.com/media](http://vrgineers.com/media)