



## **MetaVR changes name to MVRsimulation™**

### **Sudbury, MA, 8 September 2021:**

MetaVR, Inc. announces that it has changed its name to MVRsimulation Inc. effective September 1, 2021. The name change aligns the company more closely with its growing suite of simulation products for the military and commercial training markets.

All MetaVR products, including the full suite of Virtual Reality Scene Generator (VRSG) image generator software, Terrain Tools, 3D model and 3D terrain libraries; as well as the company's growing list of low-cost, quick-deploy simulator training solutions, will be developed, marketed and supported under the new MVRsimulation™ brand.

The re-branding includes a new corporate logo and company website URL. The company's online presence will transfer to [www.mvrsimulation.com](http://www.mvrsimulation.com) over the coming weeks.

"We are growing into new market areas offering hardware simulation solutions in addition to our VRSG software product suite. This name change will help our customers identify us more closely with our new competencies across the military and commercial training and simulation sectors," said Garth Smith, President, MVRsimulation. "This announcement marks the beginning of a new chapter for our company. The expertise that has allowed us to excel in developing software and 3D content for building and rendering 3D simulated environments remains, and we are also expanding our capabilities to include hardware offerings.

"We continue to strive to improve the quality of realism in simulation that our military customers around the world have grown to rely on, and to innovate to meet their requirements under our new name of MVRsimulation."

END

### **About MVRsimulation**

MVRsimulation Inc., formerly MetaVR, Inc., was founded in 1997. The company develops commercial PC-based software for the military and commercial simulation and training markets, featuring high-speed 3D visualization content and rapid creation of networked virtual worlds using real-world data. MVRsimulation's real-time visual systems provide the fidelity of geospecific simulation with game-quality graphics. Users can build (with real-world photographic imagery, elevation data, and feature data) high-fidelity virtual worlds with our terrain generation tools, and render in real time, at 60Hz frame rates, the resulting virtual world with our real-time 3D visualization application, Virtual Reality Scene Generator. MVRsimulation systems are used for applications such as UAS/RPA trainers, manned flight simulators, mission planning and rehearsal, joint fires and JTAC simulation training, urban operations training, and emergency response management training. For more information, visit [www.mvrsimulation.com](http://www.mvrsimulation.com)

### **Media contact**



For more information or to organize an interview with a MVRsimulation spokesperson please contact:

Claire Apthorp

+44 (0) 7920403068 / [claire@thatwordbird.com](mailto:claire@thatwordbird.com)