

Press Release  
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## **The next step: Reality7 cooperates with international VR expert communities**

Reality7 was formed to radically increase the quality of virtual reality experiences and thereby to raise the feeling of immersion to the next level. With this aim, the Hamburg-based start-up company developed its own camera, the R7 Prime, and proprietary software to guarantee perfectly smooth stitching. After one year, the efforts are paying off: The company is invited to join the VR/AR Association (VRARA) and becomes part of the NVIDIA Inception Program, both global communities that drive progress in VR technology.

While the VR/AR Association with sponsors like the MIT, Boeing and GoPro aims to connect people from companies and scientific institutions to explore the possibilities of virtual and augmented realities in general, the NVIDIA Inception Program is more specific: as a virtual accelerator, it nurtures dedicated and exceptional start-ups who are revolutionizing the industry with advances in AI and data science.

*“The entire Reality7 team feels honoured – these cooperations with international institutions give us the chance to connect to the leading minds in the industry and to customers, partners and suppliers that span the globe. It also gives us early access to the latest GPU hardware, to outstanding deep-learning expertise and world-class engineering teams. We can hardly wait to take the next step together.” – Max Konrad, CEO and founder Reality7*

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