

# Canadian Startup vrCAVE Is Creating an Enterprise VR Platform



The key to success for VR and MR developers is obviously consumers. Most will argue that costs have to come down before the technology is fully adapted, but getting the equipment in the hands of users can happen right now. A Canadian startup, [vrCAVE](#) is doing just that by crafting experiences like the [Hospital of Horror](#).

Canada's first virtual haunted house is somewhat similar to [THE VOID](#), but what makes vrCAVE unique is their business model. Nathaniel & Alex Rossol founded the company to serve other businesses. They want to provide the hardware & software to entertainment complexes, rather than create their own mixed reality theme park. Alex told me it all started when he and his brother received an Oculus Rift Developer Kit 2. They were "blown away by the sheer level of immersion that was offered by the experience."

"This is a new & powerful medium to connect with people," Alex said, "but it has a few drawbacks right now." He shared that the problems for the average consumer are cost, space and the complicated setup. For the best experience you have to invest in a decent desktop machine and a head mounted display (HMD). On top of that, you need a large space to properly experience the new reality. Finally, setting up the space and the HMD is not as easy as plugging it in and pressing start. These were the issues the Rossol brothers set out to solve with vrCAVE.

Alex and his brother have created a platform to handle those issues and get the technology into the hands of users. Hospital of Horror was a way for them to test this idea and they couldn't be happier with the results. "It has shown we have a market for this. Edmonton is a mid-sized market and we've sold out everyday so far. We're excited to expand and create more experiences." The 10 minute adventure elicited screams from patrons for the entire month of October.

Hospital of Horrors is hosted at the [Edmonton Paintball Centre](#) in a room that is 5x5 meters (roughly 16x16 feet). It's a multiplayer experience, tickets are sold in pairs. vrCAVE is using HTC Vive HMDs and the [XMG Walker](#) to give players an untethered experience. As far as the mixed reality in the room with you, Alex wouldn't share any spoilers. The Rossol's see potential in this platform of a multiplayer, untethered experience in a small space. In this way, they can provide community centers, arcades and laser tag or paintball facilities with an additional attraction.

The core goal of vrCAVE is "creating an enterprise VR platform that allows customers to partake in a shared VR environment with friends without buying or setting up their own equipment." This is a great model for the current market. We've seen lots of demos with a number of competing hardware devices, but sometimes it feels like developers are hesitating. Developers are waiting for the technology to advance or a single HMD to emerge as a winner before they present us with something beyond a demo. Seeing the Rossol brothers succeed with the current generation of hardware is exciting and inspiring.

With the success of Hospital of Horrors, which has been carried over after Halloween, vrCAVE is looking at expanding to other cities in Canada. Alex mentioned, "Our future experiences will be longer, closer to 30 minutes, and we are aiming to have up to 4 players share the same virtual and physical space." Obviously, that includes exploring other genres beyond horror. Just as arcade experiences in the 80s were better than early home consoles, the best multiplayer mixed reality will be offered by companies like [vrCAVE](#) until the gear comes down in price. So, don't hesitate to grab a friend and get out there and enjoy it.