



# AR/VR: Pushing the limits of innovation

Propel 

MASTERPIECE **VR**

**X Y Z R G B**  
IMAGE IS EVERYTHING

## The capital advantage

### FROM DEFENCE TO DIGITAL MEDIA, AR/VR IS AN OTTAWA STRENGTH

Augmented reality and virtual reality are growing sectors in Ottawa. The city's private-sector strengths include everything from digital media to defence, the latter of which includes a number of small, niche companies. The city's universities all have programs that deal with AR and VR and there's a VR lab at the Ottawa Hospital for medical applications of the technology. The city's AR/VR ecosystem is supported by a strong hardware presence with other tech companies that produce such tools as sensors, gloves and goggles. AR/VR also leverages Ottawa's robust software capabilities.

### OTTAWA AT A GLANCE

**1,440,000**  
Total  
population





**1,750**  
Knowledge-based  
companies

**76,200**  
Tech  
employees



- #1 for highest tech talent intensity in North America
- Home to the L-SPARK Accelerator, Canada's largest privately owned software incubator
- Ottawa's world-class post-secondary institutions offer in-demand AR/VR programs
- G7 capital, home to 65 government research labs and 136 embassies

### Our immigration advantage

-  Get work permits in as few as two weeks
-  Two dedicated programs
-  No quotas or caps
-  Pathway to permanent residency



## INDUSTRY

### Sector stars and startups

- A pioneer in instantaneous full body 3D scanning and modelling, XYZ RGB's technology played a starring role in such Hollywood films as Lord the Rings, Arrival and X-Men.
- Simwave produces VR booths that can take museum visitors to a time and place in history. Its work has appeared in the Canadian Museum of History and the Canadian War Museum.
- Simfront Simulations develops software for military command-and-control simulations to bring soldiers as close to real-world experiences as possible.
- Propel VR transforms learning and education into immersive, memorable experiences through virtual reality, 360-degree experiences and augmented reality.
- Norway's Motitech, which makes tools that help seniors stay active, chose Ottawa for its first North American office.

## ACADEMIA

### Tech talent feeders

- Algonquin College hosts the Ottawa Hospital's digital health lab and the college's media and design schools offers students interactive design studios to develop AR/VR technology applications.
- Carleton University is home to the Advanced Cognitive Engineering Lab, which is developing VR-AR interfaces and immersive tech for airborne personnel training, and offers students multiple simulation systems.

## GOVERNMENT

### Support systems

- Invest Ottawa's Prototyping Lab at Bayview Yards has VR and AR capabilities in-house and helps innovators, entrepreneurs, SMEs and R&D-intensive multinationals to design, build and launch.
- Communication Research Centre Canada specializes in AR/VR innovation through its Big Data Analytics Centre by using visualizations to track spectrum use.
- The National Research Council's Computer Vision and Graphics team excels at design of imaging systems, human shape analytics, image processing and understanding, simulation and processing and visualization of large datasets.

## Ottawa's AR/VR Ecosystem

### Industry Leaders



### Academia



### Government



## Three reasons to locate your business in Ottawa

- Most affordable among all Canadian and U.S. cities
- Second highest concentration of engineers and scientists in North America per capita
- Nearly 20 million consumers within a 400-kilometre radius, more than Toronto or Montreal

## CONTACT US:

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