

VR Education Holdings PLC

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Top US space museum to use VR Education's Apollo 11 experience in major new attraction

One of America's top aerospace museums is to use VR Education Holdings Plc's (LON:VRE) Apollo 11 virtual reality experience in a "major new attraction" to celebrate the 50th anniversary of the moon landing, giving a lift to the firm's shares on Thursday.

VR Education has assigned a commercial agreement with the US Space and Rocket Center in Huntsville, Alabama - an affiliate of the Smithsonian.

READ: VR Education's Apollo 11 experience selected by Facebook to be launch title on Oculus Quest

The new attraction will open on 10 June and will give visitors the chance to experience the moon landing within virtual reality using a shortened version of VR Education's showcase Apollo 11 experience.

Tickets for the attraction will cost between US\$10-15, with VR Education to receive a cut of the sales.

"We are delighted to be working with the US Space and Rocket Center where this year they are expecting over one million visitors to walk through their doors," said chief executive David Whelan.

"The Center has given us a prime location within the museum where visitors can participate in the Apollo 11 VR experience."

Facebook to use Apollo VR in Oculus demos

In the same statement, VR Education confirmed it has been chosen by Facebook Inc (NASDAQ:FB) to be a part of the Oculus Anywhere programme.

The programme is used by Oculus reps at various events and conferences to show off what the systems and headsets can do.

Each of the demo events are approved by Oculus marketing, and the content is curated from their list of pre-approved apps.

"It is great to be working with Facebook to promote educational content via our Apollo 11 VR experience, which was updated to an HD version last year, to show users that VR is used for more than just entertainment."

In afternoon trading, shares in VR Education were 2.7% higher at 9.50p.

-- Adds share price --

Price: 13.85

Market Cap: £33.48 m

1 Year Share Price Graph



Share Information

Code: VRE

Listing: AIM

52 week High Low
25.8 4.0001

Sector: Software & services

Website: immersivvreducation.com

Company Synopsis:

We are a virtual/augmented reality software company dedicated to transforming how educational content is delivered and consumed globally by providing educators and corporate trainers the tools they need to create their own content using virtual classrooms or virtual training environments.

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