

# Antycip Simulation Puts Customer Experience First with New UK Demo Centre

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Adderbury (UK), 23rd November 2017 – Following the recent launch of its first Regional Demo Centre in Saronno (near Milan, Italy), Antycip Simulation (<http://www.antycipsimulation.com/>) – a virtual reality and 3D immersive solutions integrator, and the European leader for simulation software – announced today the opening of a new dedicated Regional Demo Centre in its Adderbury office (Oxfordshire, UK).

With the capability to demonstrate a full range of simulation, visualisation, training and virtual reality solutions, this new state-of-the-art Demo Centre (a.k.a. The Hub) puts the company's expertise under one roof for the benefit of current and future customers from a broad range of markets, offering bespoke solutions for their projects.

Created in partnership with projector manufacturer Barco, The Hub is equipped with a single face VR CAVE (<http://www.antycipsimulation.com/solutions/article/vr-cave-solutions>), a power wall and a spherical display. This new addition to Antycip Simulation's offering is a major step forward for the company, enabling it to better support its UK and international customers by adding product demonstration, modelling, analysis and laboratory facility capabilities.

The Hub will also help Antycip Simulation address the growing requirement for Virtual Reality technologies in the design, academic and engineering sectors. The latest display solutions are complemented by a broad portfolio of software solutions for simulation, analysis and digital rendering – all underpinned by Antycip Simulation's renowned expertise in this specialised field.

On the opening of this new facility, Chris Waldron, UK Regional Manager, at Antycip Simulation, enthused: "We're thrilled to open Antycip Simulation's second Regional Demo Centre, in our UK offices. Customers can now visit us for demonstrations, training, testing and reviews in ways which were not possible in the past, enabling us to be an even better partner to them in finding the perfect solution for their project requirements."

The single face VR CAVE station features a Barco F90 projector and is fitted with Vicon tracking cameras. This station can also be integrated with a HTC Vive to demonstrate collaborative working in VR across multiple platforms and locations, making it the perfect solution for a number of industries including automotive, oil & gas, architecture or medical where critical decision making and project validation are a must.

In the second zone, visitors can now make use of an impressive 5.8m x 2.1m Antycip Simulation power wall, with content fed by two Barco F50 projectors providing a seamless image.

Finally, the spherical display zone boasts a 4m x 2.2m screen with a horizontal field of view of 180 degrees. It is powered by two Barco F70 projectors with warping and blending capability to provide an impressive curved image, giving users a highly realistic display for a range of simulation applications such as high end flight simulators and individual ground forces simulators.

Commenting on the collaboration with Barco, Antycip Simulation's CEO Michel Pronier said: "Our sincere thanks to our partner Barco for its support in the development of this unique facility. The Demo Centre is the culmination of our long history of working together on a broad range of projects all over the world and an expression of our commitment to meeting customer needs and requirements."

Dave Fluegeman, VP Simulation at Barco, added: "We are honoured that Antycip Simulation has chosen Barco as its prime projection technology partner to represent innovative projects and solutions in this unique facility. The combined effort really shows off the strength and expertise each company brings to a project whether in the simulation or virtual reality arena. This is a unique place to enable insight and great outcomes between users and technology providers to best meet customer needs and requirements of the future."

Pronier concludes: "We are very proud to introduce this second Regional Demo Centre, a natural next step which brings together our 20 years of expertise working on a broad range of cutting edge projects. It reinforces our reputation as an experienced partner that offers all the necessary guarantees to ensure the success of our customer projects. As an independent systems integrator, we pride ourselves on unlocking the potential in our strong partner relationships whilst keeping a resolute focus on providing solutions that are the very best fit for our customer's project parameters and needs. The Demo Centre will undoubtedly strengthen our capability to deliver on this promise."

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