

## CCSIP Collaborative Event: Developing the Next-Generation of Virtual Reality Technology with Potential Applications in Canadian and Californian Markets

Imagine technology that allows you to be at home, the office or another location, and creates the overwhelming sensory experience of being in a completely different environment...innovation that builds on the visual, audio and tactile sensations created by current video games and other computer-simulated environments, and enables you to see, hear, and interact with people, and real or imaginary objects in more authentic ways.

With support from CCSIP, a multidisciplinary team led by the University of California San Diego and McGill University aims to launch a new R&D consortium that leverages expertise and resources in California and Canada to develop next-generation virtual reality hardware and software.

These technologies have potential applications in life sciences, transportation, environment, communications, entertainment, and education, and could significantly enhance research collaboration in the arts and sciences.

The team will host a bilateral workshop in 2010 that brings together researchers from five UC campuses and seven Canadian universities, plus industry and innovation agencies, to define the objectives, priorities, cooperative models and potential investment for the consortium.

Long-term, this bilateral cooperation promises to create cost-effective technologies for high value markets in Canada and California, and create a pool of highly qualified people for companies in both jurisdictions.

