

**For Immediate Release**

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**Whistler Firm Advances to Final Round in New Ventures BC Competition**

New 3-D simulation technology that creates more realistic virtual tours for tourism-industry websites has catapulted **Whistler** start-up company, ImmersiVision Inc., into the final round of the popular New Ventures BC Competition.

ImmersiVision's technology lets web visitors move through a hotel or attraction almost as if they are there in person. "By integrating virtual reality, text descriptions and real-time pricing, ImmersiVision aims to help visitors make intelligent travel choices and, at the same time, help our travel industry clients to gain more on-line bookings," says founder Robert Eberhard.

Eberhard entered the New Ventures BC competition in April to learn more about financing and growing his business. The technology business idea competition is one of the largest in North America, offering \$135,000 in cash and prizes, including the BC Hydro \$60,000 First Prize package, the Enbridge \$38,000 second prize, a \$17,000 third prize and a \$20,000 BC Hydro Sustainability Prize.

ImmersiVision is one of 10 finalists out of 85 competitors who began the contest last April. To win, the finalists must convince a jury of venture capitalists, financiers and angel investors that their business idea is commercially viable and that they can execute it in the marketplace. Four winners, to be announced September 26 at a gala reception in Vancouver, will share \$135,000 in prizes.

Established by SFU Business, the competition is operated by the non-profit BC Ventures Society and made possible through the generous support of private and public sponsors, as well as volunteer mentors and judges.

For more information, visit [www.newventuresbc.com](http://www.newventuresbc.com).