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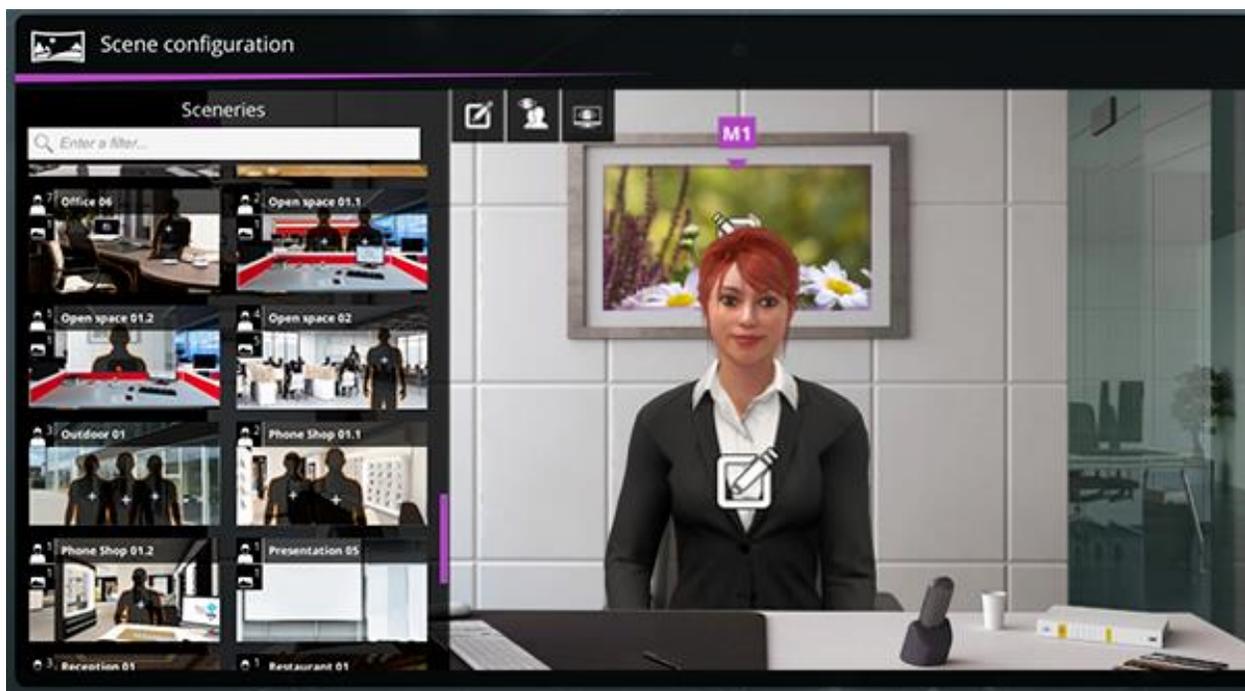
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Download press kit [here](#)

SERIOUS FACTORY ATTENDS CES WITH VR SERIOUS GAMING Eureka Park, booth # #50041

Expert in immersive learning, Serious Factory presents a solution to create serious games in VR through drag-and-drop

Paris (France), December 13th 2017 - Moving in the footsteps of the VR revolution and following its vision of democratizing e-learning and self-improvement scenarios, Serious Factory, an expert in immersive learning, will participate to CES 2018 with Virtual Training Suite (VTS) Editor, the easiest solution to create a 3D serious game or simulators.



With [VTS Editor](#), creating a serious learning game turns out to be very easy as the process relies on Mind Mapping and a methodology close to Design Thinking: The only requirement is to drag and drop elements to create highly customized scenarios. Not a single line of code is required. In the end, users can navigate, learn and improve their skills with a very realistic rendering.

"We are thrilled to attend CES 2018© and showcase our e-learning expertise and our latest innovations", says William Peres, Founder and CEO of Serious Factory. "Our solution is unique in its capability to create immersive scenarios without any technical or graphical competencies. With our latest solutions, we allow users to design serious games in a record time while keeping on with our vision to simplify e-learning and self-improvement cost-effectively" concludes William Peres.

"VTS Editor was quickly handled internally and generated simulations were quickly adopted by the business training team, thus favoring membership in terms of educational innovation", underlines Olivier Capizzi, e-Learning Specialist of Konica Minolta. While Sophie Bouju, Medical Director Neuroscience of Johnson & Johnson, points out that "We created «In the shoes of a schizophrenic patient» with Serious Factory as immersive technology is a real plus to get closer and closer to the real daily life of patients suffering from the disease. With this specific scenario, we help families to go beyond the violence characterizing the pathology, helping them to better handle the situation they have to face".

In exclusivity during CES 2018 ©, Serious Factory will showcase how intuitively VTS creates a Virtual Reality version of a scenario. Visitors will have the opportunity to experience the VR simulation, from the creative idea to the final version played with a headset. <http://bit.ly/2ihm0pG>

Attendees will have the opportunity to experience the simplicity of Serious Factory solution with A "dating" serious game named "How to behave during a Rendez-Vous". With the ultimate purpose of creating a social connection, a true friendship or a beautiful romance. Up to the user to decide the path he wants to engage on...

Price and Availability

VTS is available at the price of \$ 2,990 on www.seriousfactory.com

VTS VR version will be d of 2018.

About

Serious Factory is a French company founded in 2007. The company focuses on democratizing the art of Serious Gaming and the immersive approach of training by adding more interactivity, customizability and relevance inside training programs. Serious Factory offers intuitive, cost-effective educational solutions based on the idea of Immersive Learning. Virtual Reality Suite (VTS) is the flagship solution to support companies in the transformation of their customer relationship team. Serious Factory operates in Europe, Asia, Africa and North America (Canada). In 2017, Serious Factory was a finalist of the GESA completion (Global Edtech Startups Award) and won the BNP International Hackathon (week-end of educational co-design)

For more information: www.seriousfactory.com @Serious_Factory

