

## **Simolocity Launches “SimVerse”, a Custom, Immersive, Virtual Marketplace Platform, Tailored to Any Industry** *Simolocity continues to expand its award-winning products to top global brands*

**ORLANDO, Fla., January 16**— Simolocity continues to leverage its global success in virtualizing a myriad of industries and brands such as healthcare, tradeshow, manufacturing, aviation, pharmaceutical, and the pet industry. With over 2,100 brands served across the world, Simolocity announces the release of its newest innovative, immersive and interactive platform “SimVerse” (The Virtual Marketplace Platform).

SimVerse provides companies with their own virtual marketplace, fostering a community of sellers and consumers with touch-friendly immersion & direct to consumer interface. The technology can be customized as a B2E, B2B or B2C community platform. SimVerse allows sellers to promote their products and services via a catalog or virtual shops, virtual malls, virtual booths, virtual show floor or sales center, or any custom virtual space desired. Users don’t need to wear a head gear or even download any app, they just simply click or touch, and they enter an amazing, entertaining virtual marketplace. This technology provides consumers a world-class, award-winning experience for sellers while making consumers feel “Virtually There” as if they were actually visiting the seller’s physical store. Whether a company has a few hundred sellers in their eco-system of partners, or thousands of sellers, exhibitors, or partners, SimVerse creates a powerful revenue generating and exciting experience for the consumer, at a fingers touch.



Through SimVerse, organizations can provide an virtualized, contemporary experience to shopping, accessing customer support, sharing best-practices, researching manuals and “how to” videos, attend seminars and much more, anytime, anywhere. SimVerse integrates an AI infused Virtual Concierge Avatar to help answer consumer questions and retrieve content or

recommended products, services, and support topics. The popular intelligent avatar helps organizations generate sales, while minimizing customers support calls.

In 2023, Simulocity continues to provide virtual platforms for essential industries across the globe and has already virtualized many companies around the world, which led to the development of their SimVerse Platform. “Many global companies that we developed customer virtual experiences for, eventually asked us to transition the platform to serve their community and marketplace,” said Dr. Manny Dominguez, CEO of Simulocity. “This inspired us to continue to innovate and develop a turnkey virtual marketplace like no other. We are working now via the SimVerse platform to transform amazing industries such as the pet industry, yacht industry, ports, resorts, and the entertainment industry. This technology enables organizations to leverage their capabilities, content, products, and eco-system of partners to unify in a powerfully and immersive, year-round community for their consumers. We are honored to deliver the SimVerse Platform to current and prospective clients around the globe. Our clients continue to utilize our virtual marketplace experiences to include consumer shopping, on-demand videos, education and training, e-commerce, live events, AI and gamification.”

Simulocity is doing all of this with their SimVerse Virtual Marketplace Platform, along with a social media integration, single sign-on and customer integrations through internal organizational applications. “Each SimVerse virtual marketplace is highly customized to the client and brings their dreams to life within their custom marketplace. This provides them a competitive advantage, and not only creates new streams of revenue, but puts them at the forefront of technology in the eyes of their consumers, sellers, and partners. Simulocity clients really enjoy the platform’s powerful and immersive, luxury-feel, that makes you feel “Virtually There!”. Simulocity now serves over 2,000 global clients and growing.

## **About the Company**

Located in Orlando, Florida, Simulocity is a technology solutions firm comprised of top innovators with decades of proven results in delivering innovative and ground-breaking technologies around the globe. Simulocity develops customized simulation technologies for a myriad of industries. Their expertise is in integrating and innovating leading-edge technologies, including virtual platforms for business, developing luxury-feel immersive experiences, learning via gamification, business intelligence, and all combined with expert project management.

Simulocity is the recipient of numerous awards, including Healthcare Tech Outlook - Top 10 Healthcare Simulation Solution Providers, CIO Applications – Top 10 Simulation Solution Providers, and CIO Review – 20 Most Promising Gamification Technology Solution Providers.

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