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Theia and HP align to deliver custom visualization solutions

HP's powerful VR Ready platforms with Theia Interactive's custom visualization solutions

Las Vegas, Nevada, Autodesk University, November 13, 2018 - To address the growing demand for custom visualization solutions in AEC and Product Development, Theia Interactive today announced an alliance with HP Inc., a leading provider of powerful virtual reality and visualization solutions. The companies will work together to develop unique VR experiences for enterprise customers, with an emphasis on real-time visualization for architectural walk-throughs, interior design configurators, augmented reality product demonstrations, virtual training simulators, and marketing experiences for brands.

"We're so proud and excited to be launching this partnership with HP which will enable us to deliver more high fidelity visualization experiences and software solutions to enterprise clients around the globe," says Bill Fishkin, Co-founder and President of Theia Interactive.

While some automated tools and plug-ins allow developers to quickly integrated VR into their workflow for rapid prototyping, Theia's service brings VR presentations to the next level. Their specialized team build custom meshes, custom materials, and custom virtual interactions to communicate a clean vision to customers. With the [HP Z VR Backpack](#) and [HP Windows Mixed Reality Professional Edition Headset](#), a virtual review of a design or an architectural walkthrough becomes an immersive, interactive experience.

HP is committed to building robust solution stacks for virtual reality workflows - with a full complement of hardware and software offerings - and is excited to include Theia Interactive as a preferred solution partner. In addition to custom AR and VR visualization, Theia also offers Optim (currently in beta), which is built on top of Unreal Engine 4's Datasmith to give users more control over the Datasmith pipeline. Developers can build repeatable rules to optimize, customize, and import data more efficiently. Theia has a robust team of in-house software developers to provide innovative solutions to unique challenges.

About Theia Interactive

[Theia Interactive](#)is a visualization solutions and software company. Theia focuses on creating hyper-realistic, high-fidelity visual experiences for VR and AR, as well as building custom workflow solutions for enterprise clients and creators.

About HP Virtual Reality Solutions

HP's approach to virtual reality is founded upon its rich history of product innovation and deeply