



# DEVEXPERTS BECOMES A CO-CHAIRING MEMBER OF THE GLOBAL VR/AR ASSOCIATION FINTECH INDUSTRY COMMITTEE

[04.10.2017]

New York, DEVEXPERTS, developers of the financial markets' most successful professional retail and institutional trading platforms and providers of one of the largest cloud-based financial data infrastructures, is pleased to announce that they have become the newest member of the VR/AR Association, the global industry association for Virtual Reality, Augmented Reality, and Mixed Reality, connecting leading solution providers with brands and customers.

Both the VR/AR Association and Devexperts are dedicated to fostering growth in the virtual reality and augmented reality industries. As a member, Devexperts will participate in the association's initiatives to facilitate VR/AR market growth in a joint effort with other solution providers. In addition, Devexperts has put forward an initiative to found The VRARA FinTech Committee.

## FINTECH COMMITTEE MISSION:

To accelerate widespread adoption of VR/AR technology by traditional financial companies (banks, brokers, exchanges), technological FinTech firms and startups around the world in order to improve the customer experience, deliver analytical power, innovative visualizations, gamification and new dimensions of interactivity to user interfaces, and introduce innovative ideas of Mixed Reality collaboration.

One of the main goals of The VRARA FinTech Committee is to analyze the current challenges of industry players and propose innovative and relevant solutions that will help to boost the value of VR/AR in the FinTech vertical. The committee will also conduct research with end users for a better understanding of how visualization of large amount of information and the immersion in it influences the quality of financial and analytical decision-making.

"Devexperts has been an established leader in FinTech solutions and services for the Capital Markets industry, and once again challenging the market with this new technology for Virtual Reality and Augmented Reality financial analytical applications. We are excited Devexperts have joined the VR/AR Association and are Co-Chairing our FinTech Industry Committee," says Kris Kolo, Global Executive Director of the VR/AR Association.

"We are excited to become a Co-Chairing FinTech committee member in the VR/AR Association and help to make financial data analytics and market data visualization intuitive and reliable in the Virtual and Augmented Reality space," says Dmitry Parilov, Managing Director, dxFeed Data Solutions and Products, Devexperts. "We believe that VR is going to break into our daily life soon and together with The VRARA we see our main role in promoting and supporting the philosophy, the members and developers to make it available to everybody."

## About Devexperts:

[www.devexperts.com](http://www.devexperts.com)

Headquartered in Munich, Germany, Devexperts, was founded in 2002 and specializes in the development of highly complex software solutions and services for the global Capital Markets industry. Our clients are retail and

**Devexperts USA**

---

[www.devexperts.com](http://www.devexperts.com)



institutional brokerage houses, exchanges and buy-side firms. The high performance, scalability and integration capabilities of our products and services, along with 24x7x365 monitoring and support, result in some of the global financial industry's most recognized and reliable technology applications. Millions of people trade daily using Devexperts technology.

### **About the VR/AR Association:**

[www.thevrara.com](http://www.thevrara.com)

The VR/AR Association (The VRARA) is an international organization designed to foster collaboration between innovative companies and people in the virtual reality and augmented reality ecosystem that accelerates growth, fosters research and education, helps develop industry standards, connects member organizations and promotes the services of member companies.