

Copenhagen Gets First Virtual Reality Store

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09 March 2016

The Kødbyen district in Copenhagen gets something of a world first in the shape of Khora Lab, a store offering customers the chance to sample virtual reality experiences.



Opened by VR developer Khora, the store both sells and rents VR hardware, specifically low-cost smartphone-powered headsets. It also offers a "menu" of in-store VR experiences, including "Enter a Van Gogh Painting," "Visit Mars" and "Shoot Zombies."

"The technology can be used for anything. You can be transported into a refugee camp and be shown around by a Syrian girl, or into someone's living room," Khora says. "You can transport anywhere mentally on a microscopic or mechanical level – the opportunities are vast."

In addition Khora Lab also offers spaces to developers wanting to work in VR, all with the aim to "create a place where great ideas comes to life and people gather to make the ideas real." Either way it does sound like a good means to drum up interest in VR to potential customers...

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