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**MEDIA RELEASE**

# Photo op: SFU's VentureLabs showcases emerging technology startups at Vancouver Startup Week

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Simon Fraser University's [VentureLabs](#) and [Coast Capital Savings Venture Connection](#) will highlight startup businesses and technologies from a variety of industries demonstrating their products, as part of Vancouver Startup Week on Friday, September 29 at SFU's Vancouver campus.

**WHAT:**

Startup businesses taking part in SFU's VentureLabs and Coast Capital Savings Venture Connection accelerator programs will present interactive and visual displays including robots, robotic sensors, Virtual Reality gaming systems, and a velomobile.

Interview opportunities will be available with presenting businesses and Ian Hand, founding Executive Director of VentureLabs® and Simon Fraser University's Business Acceleration and Innovation Networks Office, a cofounder of the Incubate Innovate Network of Canada (I-INC), a Director of Zone Startups India, and CEO of SF Univentures Corporation.

Following the demonstration will be a reception on the 11th floor of VentureLabs® at 5pm.

**WHEN:**

- Friday, September 29
- 1 p.m. to 5 p.m. and post-demonstration reception at 5 p.m.

**WHERE:**

- SFU VentureLabs
- Suite 1200, 555 West Hastings Street, Vancouver

**WHY:**

Businesses presenting technology demonstrations include:

### **A&K Robotics**

A&K Robotics develops autonomous vehicle systems for indoor environments. The company's technology transforms industrial machines with wheels into self-driving robots.

### **CuePath**

CuePath is a healthcare technology company on a mission to help seniors and other vulnerable individuals stay healthy and independent with the support of their circle of care. CuePath enables families and care professionals to remotely track medication intake of their loved ones, which helps families to alleviate the stress associated with caregiving, and care professionals to offer medication reminder services more efficiently.

### **Optigo Networks Inc**

Optigo Networks is shaping the future of the commercial Internet of Things (IoT), using visualization and anomaly detection to enable explosive growth of IoT in buildings. Optigo is the first to address the growing complexity of maintaining the thousands of little machines that make our buildings comfortable, efficient and secure. Optigo's solutions are used every day in buildings worldwide.

### **Shield-X Technology Inc.**

Shield-X Technology Inc. is the creator of Brainshield™, which is the result of five years of research and development at Simon Fraser University. The company is inspired by nature and determined to revolutionize the world of helmet technology by developing an easy-to-use product that can significantly enhance the protection offered by a helmet against the sharp twisting of the brain in the event of an oblique (angled) impact.

### **VeloMetro Mobility Inc**

VeloMetro is creating the next wave of sustainable personal transportation. Furthering its original concept, the velocar, the company is using the latest technology and engineering to create a new class of transportation vehicle: human powered, enclosed from the weather, fully networked, and assisted by electric power and solar PV.

### **Virtro**

Virtro Entertainment Inc provides immersive game and viewing experiences by way of Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and Holographic imagery to industry, government and community organizations.

### **ABOUT SIMON FRASER UNIVERSITY:**

As Canada's engaged university, SFU is defined by its dynamic integration of innovative education, cutting-edge research and far-reaching community engagement. SFU was founded more than 50 years ago with a mission to be a different kind of university—to bring an interdisciplinary approach to learning, embrace bold initiatives, and engage with communities near and far. Today, SFU is Canada's leading comprehensive research university and is ranked one of the top universities in the world. With campuses in British Columbia's three largest cities – Vancouver, Burnaby and Surrey – SFU has eight faculties, delivers almost 150 programs to over 35,000 students, and boasts more than 145,000 alumni in 130 countries around the world.

Simon Fraser University: Engaging Students. Engaging Research. Engaging Communities.

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