

VitaSim receives seed investment to boost VR simulator for education in the healthcare sector.

Odense, September 15, 2023

The Danish EdTech startup, VitaSim, has just received a substantial seed investment from the people behind Innopixel. This investment is a significant step towards the company's goal of optimizing education in the healthcare sector. It will also pave the way for an acceleration in the international spread of the VR X-ray simulator, which reimagines education in radiology.

The VR X-ray simulator offers virtual training for radiographers, allowing educational institutions to provide flexible and safe X-ray training to students – an offer that was nearly impossible before. Several Danish educational institutions have already recognized the potential of this technology and have decided to implement the VR X-ray simulator from January 2024.

"It is essential for students to develop a form of X-ray vision so they can work faster and reduce the radiation risk for patients. With VitaSim's solution, they can develop this skill before they encounter real patients," says Jonas Værlund Rasmussen, Educational Coordinator, UCL Business Academy and University College.

The development of the VR X-ray simulator began as a research project in collaboration with Odense University Hospital in 2021. The project, however, quickly grew as multiple parties expressed interest in its potential both commercially and educationally.

"For us, this investment is more than just capital. Our goal is a product that ensures high professionalism and flexible training for students in a risk-free environment, which ultimately enhances patient safety. This investment now allows us to extend our dreams and visions beyond Denmark's borders," says Rune Jensen, founder and CEO of VitaSim. "Our new investor not only brings financial support but also an extensive international network, which will accelerate our journey into international markets."

With a combination of investment and market knowledge, the VitaSim team is excited to welcome Michael Lundorff from Innopixel to the board. Furthermore, Lars Bertrand de Nully will also strengthen the board with his extensive business understanding.

The recent investment opens a range of possibilities for VitaSim, and the company looks forward to launching the VR X-ray simulator on the international market in 2024.

"With the investment and the new forces on the board, our ambition to be a player on the international field has grown. We look forward to far more students having the opportunity to test their skills in radiology in a safe and flexible environment," says Rune Jensen.

For media inquiries or further information, please contact:

Jacob Sangild

js@vitasim.dk

2422 0274