

Press Release: Birdly–The Full Body Virtual Reality Flight Simulator

15 Jul, 2014

San Francisco, CA – Meet [Birdly](#), the full body, fully immersive, Virtual Reality flight simulator developed at the Zurich University of the Arts (ZHdK). With Birdly, you can embody an avian creature, the Red Kite, visualized through Oculus Rift, as it soars over the 3D virtual city of San Francisco, heightened by sonic, olfactory, and wind feedback.

Birdly heralds the next step in the widely publicized VR revolution—one that integrates all of the senses for a true to life experience.

The machine touches down at swissnex San Francisco on July 24 with an opening reception followed by [private flights](#) and public appearances through August 6. With Birdly, Bay Area audiences finally have a chance to make their dreams of flying like a bird a (virtual) reality.

[Sign up](#) to fly or [contact us](#) to learn more.

Related Events

- [Birdly Opening at swissnex San Francisco](#) July 24, 2014, 6 – 9pm
- Birdly at [AfterDark: Science Fiction](#) Exploratorium San Francisco, August 7, 6 – 11pm
- Birdly at [Siggraph](#) Conference for Computer Graphics and Interactive Techniques, Vancouver, B.C., August 10 – 14

More Info

Birdly was developed at the [Zurich University of the Arts \(ZHdK\)](#) in collaboration with the [BirdLife Center Switzerland](#) in 2014. Their first demo video went viral, with over a million views in one weekend, and the story was picked up world-wide by major technology blogs and media outlets. Now, the team is taking their flying machine on the road and coming to the US for the first time. The San Francisco [3D virtual city](#) is by PLW Modelworks.

Press Contact

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