

October 11, 2017

Undertaking #19

Please confirm the number of people who have participated in the Virtual Reality Experience.

RESPONSE:

Since April 1, 2017 (launch) through to October 5, 2017 DriVR-X has been presented at 56 different events with approximately 2,000 participants. An additional 2,000 High School Driver Education students have participated in the virtual reality in-class experience to-date as part of the required program curriculum. The DriVR-X application has also been downloaded 6,000 times, resulting in an estimated overall reach of 10,000 people having participated in the virtual reality experience to-date.

In addition to this reach, the chooseyourreality.ca website and online DRIVR-X promotional videos have reached a further 300,000 people with road safety messaging. The Corporation's web and social media ads have also received over 2.3 million impressions (the number of times the ad has appeared on people's devices).