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Virage Simulation Inc. is riding high

There's nothing new about flight simulators. Indeed, they have amply proven their mettle in aeronautics. These modern devices do, however, embody a place: Montréal, recognized world leader in the field. Simulators have come a long way, from essential learning tools to become models to be emulated or adapted. This, essentially, was what inspired Virage Simulation Inc., a Ville Saint-Laurent SME founded by engineers and former employees of CAE, to create car and truck driving simulators. An adaptation test which the leaders, never ones to back down from a challenge, passed with flying colours.



Whether for assessing road signs or training beginner or experienced drivers to drive more efficiently and safely, there are clear advantages to using simulators. As we know, driving a vehicle implies knowing how to react under a wide range of conditions. The beauty of Virage Simulation's simulator is that it reproduces every possible scenario. Wet roads, snow storm, darkness, problems linked to fuel-efficient driving, nothing has been left to chance. This is because company President Rémi Quimper recognizes the importance of combining driving and safety.

Up and running with the first simulator

It all began with the launch of the car driving simulator. Standing 1.83 metres high, the simulator recreates a real "driver's compartment" complete with safety belt, rear view mirror, etc. Topped by three large screens providing a 180-degree view, it reproduces surprisingly well the sensations related to driving. With a motion platform, it mimics the effects of acceleration and tire vibrations depending on road type and weather conditions.

Toward new horizons

In 2008, Virage Simulation decided to enter the truck driving simulator market. This is where Canada Economic Development came in. Even though car and truck driving simulators use the same technology, the company had to modify its technology and products as well as carry out commercialization activities. The contribution from Canada Economic Development made that possible.

"What is currently available are car driving simulators that simply develop driving skills. We differ from our competitors in that the educational aspect of our approach is more extensive," he said.

Virage Simulation broadened the definition of "truck" to include a number of heavy vehicles—straight trucks, delivery trucks, tractors with a trailer, school or city buses, motor coaches, etc.—and apply its expertise to that end. And since there's no stopping

visionaries, Virage Simulation is now looking to capture the market of emergency vehicle and police car driving simulators.

Training, a competitive advantage

Rémi Quimper, the man of experience behind the young SME,



is confident that its products have what it takes to compete with U.S. and European competitors. "What is currently available are car driving simulators that simply develop driving skills. We differ from our competitors in that the educational aspect of our approach is more extensive," he said.



Just rewards

In May 2010, Virage Simulation Inc. won the prestigious 2010 Alpha awards in the *Emerging Entrepreneurs* and *Jury's Favourite* categories presented by the Chamber of Commerce and Industry of Saint-Laurent during its annual gala celebrating outstanding business achievements.

What is your dream for your company, Mr. Quimper? "To become a major player in this market, which is still in its infancy but holds great promise."

Clearly, Virage Simulation does not simulate success, but achieves it every day.

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