

*For Immediate Release*

**iMVR to Launch Innovative VR Snowplow Training at Pearson Airport  
with Support from Ontario Vehicle Innovation Network**

*iMVR is developing SIM400 Winter Training, leveraging Virtual Reality to improve airport operational safety and optimize training efficiency*

Lincoln, ON – July 8, 2025 – iMVR, a pioneer in virtual reality (VR) training solutions and the manufacturer of the recently launched SIM400 Snowplow simulator, has announced a groundbreaking collaboration with DriveWise Knowledge Surge and Aerodrome International Security, supported by the Ontario government through the [Ontario Vehicle Innovation Network \(OVIN\)](#). This collaborative project has secured \$500,000 in government funding, with nearly \$1.2M in industry contributions, bringing the total project value to nearly \$1.7M.

“By investing in homegrown innovation and helping local companies compete in global markets, Ontario is protecting the future of our automotive sector and ensuring the cars of the future are made in Ontario, by Ontario workers,” said Victor Fedeli, Minister of Economic Development, Job Creation and Trade. “Through the Ontario Vehicle Innovation Network, our government is strengthening our domestic supply chain, driving competitiveness and resilience, and creating good-paying jobs that will withstand this storm of tariffs and economic uncertainty.”

This project, hosted at Pearson International Airport, aims to transform staff training for airport winter operations, using advanced VR technology that enables realistic, scenario-based learning and decision-making. The SIM400 Winter Training program leverages advanced VR technology to simulate critical scenarios for airport winter operations. Designed to address a rise in runway incursions over the past decade and an annual global cost of \$10 billion from airside incidents, the program provides a scalable, immersive training solutions. Operators will experience realistic winter conditions in a safe, controlled environment, enabling them to build the skills necessary to enhance safety and reduce operational risks effectively.

“Ontario is in the driver’s seat of the global automotive and mobility sector, unleashing its boundless potential to foster innovation and catalyze lasting economic growth. This critical investment by the Ontario government through the Ontario Vehicle Innovation Network reflects Ontario’s strong commitment to fostering partnerships with global industry leaders, accelerating the growth of Ontario-made technologies, and harnessing the power of homegrown Ontario companies to create jobs and drive prosperity. Together, we ensuring that Ontario will continue to be a global automotive and mobility leader for decades to come,” said Raed Kadri, Head of OVIN.

“We are so grateful to the Ontario Vehicle Innovation Network, DriveWise and Aerodrome for their partnership as we work to push the boundaries of virtual training technologies,” said Vickie deVos, Founder and CEO of iMVR. “Our new VR training module will improve safety and operational training efficiency at airports and position Ontario as a leader in adopting advanced training solutions.”

iMVR continues to lead the way in creating immersive virtual reality transportation training solutions and simulators, focusing on innovation, portability, and cost-effectiveness with exceptional quality. The company is dedicated to transforming training standards globally. DriveWise and Aerodrome International Security bring complementary expertise, creating a robust partnership to address the growing need for innovative training in critical sectors.

“We are thrilled to be a member of this innovative partnership. Better prepared airport vehicle operators will have a profound effect on airport safety and operational efficiency. We are very enthusiastic to be part of a team with a vision for the future and pushing the bounds of immersive learning,” said Lesley de Repentigny, Co-founder and CEO of DriveWise/KnowledgeSurge.

“This investment highlights the critical role our homegrown companies play in shaping the future of mobility. Through OVIN, we are proud to support ambitious, made-in-Ontario technologies that are advancing electrification, smart infrastructure, and connected vehicle solutions – accelerating commercialization and keeping Ontario at the forefront of the mobility revolution,” said Claudia Krywiak, President & CEO, Ontario Centre of Innovation.

**About iMVR:**

iMVR is at the forefront of creating immersive virtual reality transportation training solutions and simulators, enhancing safety with an immersive approach which are drivers are accustomed to. With a focus on innovation, portability and cost effectiveness with exceptional quality, iMVR is dedicated to transforming training standards globally.

**About DriveWise Knowledge Surge:**

DriveWise offers simulation-based training programs to enable classroom learning to become an immersive experience. This experiential model is applied across our programs from Incident Control/Command to ADEP (Advanced Driver Education) to Safety Training programs. High-risk situations are practiced in the safety of a simulated environment, preparing our participants for optimal response and awareness when encountered with real-life situations.

**About OVIN:**

The Ontario Vehicle Innovation Network (OVIN) is an initiative of the Government of Ontario, led by the Ontario Centre of Innovation (OCI), designed to reinforce Ontario’s position as a North American leader in advanced automotive technology and smart mobility solutions such as connected vehicles, autonomous vehicles and electric and low-carbon vehicle technologies. Through resources such as research and development (R&D) support, talent and skills development, technology acceleration, business and technical supports, and demonstration grounds, OVIN provides a competitive advantage to Ontario-made automotive and mobility technology companies. For more information: <https://www.ovinhub.ca>

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