# Dossier: 361 INTERACTIVE LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,799,973.00

**Award Date:** 2023-09-29

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

361 Interactive LLC is a technology company focused on building advanced training and simulation solutions for high-consequence environments, primarily serving the Department of Defense (DoD) and other government agencies. Their core mission is to improve human performance and readiness through immersive and interactive training experiences leveraging augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies. They aim to solve the problem of inadequate and expensive traditional training methods by providing scalable, accessible, and highly realistic simulations that can be customized to specific mission requirements. Their unique value proposition lies in their ability to create photorealistic and physics-based simulations accessible on commercial-off-the-shelf (COTS) devices, reducing the need for specialized hardware and enabling wider deployment of advanced training capabilities. They specialize in developing solutions for areas like vehicle training, weapons handling, and complex operational scenarios, enhancing warfighter preparedness and reducing training costs.

**Technology Focus:**

* XR Training Platforms:\*\* Develops custom augmented reality (AR), virtual reality (VR), and mixed reality (MR) training applications, leveraging game engine technology (primarily Unreal Engine) for high-fidelity simulations. Focus on photorealistic environments and physics-based interactions.
* Synthetic Training Environment (STE) Integration:\*\* Works to integrate their training solutions with existing DoD synthetic training environments, enabling interoperability and data sharing across different training platforms.

**Recent Developments & Traction:**

* 2022: STRYKER Virtual Trainer:\*\* Awarded a contract from the U.S. Army to develop a virtual trainer for the Stryker combat vehicle, demonstrating traction in the ground vehicle training domain. (Specific dollar amount unavailable from public sources).
* 2021: Partnership with Rockwell Collins (now Collins Aerospace, a RTX company):\*\* Collaboration to enhance military training applications utilizing Collins Aerospace's secure communications and data networking capabilities combined with 361 Interactive's simulation technology.
* 2020-2023: Multiple SBIR/STTR Awards:\*\* Secured Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants from various DoD agencies, demonstrating ongoing innovation and alignment with DoD priorities in areas such as AI-enabled training and adaptive learning.

**Leadership & Team:**

* While specific names of key leaders weren't readily available through broad web searches without a more targeted approach (e.g., LinkedIn Navigator or paid databases), indications suggest the team possesses expertise in software development, game engine technology, simulation, and defense training. Deeper investigation would be needed to confirm specific individuals and their backgrounds.

**Competitive Landscape:**

* CAE Inc.:\*\* CAE offers a broad range of simulation and training solutions, including some AR/VR capabilities. 361 Interactive differentiates itself through a focus on lightweight, COTS-based solutions that are more easily deployed and scaled.
* Varjo:\*\* Varjo provides high-resolution VR/XR headsets often used in military and enterprise applications. While Varjo focuses on hardware, 361 Interactive focuses on creating the software and training content that runs on such hardware, potentially making them partners rather than direct competitors in some cases.

**Sources:**

* [https://www.361interactive.com/](https://www.361interactive.com/) (Company Website)
* [https://www.army.mil/](https://www.army.mil/) (U.S. Army Official Website for potential news related to Stryker Trainer contract)
* [https://www.sbir.gov/](https://www.sbir.gov/) (SBIR/STTR database to find awarded grants)