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## Virtual-Reality Startup Sandbox Prepares for Shopping Mall Battle

The company has added \$11 million to take virtual reality mainstream through immersive experiences

By Marc Vartabedian

Oct. 22, 2019 6:00 am ET

Virtual-reality startup Sandbox VR Inc. has raised \$11 million to compete in the push to take the technology mainstream through immersive experiences in malls and shopping centers.

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