



News release

Contact: Kathryn Paradis
Communications Manager
Bay Area Houston Economic Partnership
832.536.3255 general
832.536.3244 direct
Email: kathryn@bayareahouston.com
Visit: www.bayareahouston.com

July 18, 2017

Trend3r, an innovative technology firm, joins BAHEP organization

BAY AREA HOUSTON, TEXAS – Virtual reality (VR), augmented reality (AR), and mixed reality (MR) are the three terms describing visualization techniques that trace their conceptual ideas back to the 1800s but only started receiving significant attention and fascination from people over the last three decades. Deeply rooted in the gaming industry, these technologies began finding their way into practical business applications during the last decade gaining more traction since 2015 when the first Samsung Gear VR device was released to the public allowing for easy and affordable access to VR content. Trend3r (pronounced “trender”) has evolved from a traditional digital marketing firm (formerly known as PVW Marketing) to a tech startup that brings its clients the latest and best tools that visualization industry has to offer. The firm has recently joined the Bay Area Houston Economic Partnership.

BAHEP President Bob Mitchell commented, “The tools in Trend3r’s toolbox were nonexistent for the general public not that many years ago. They are doing cutting-edge work, and we’re happy to include them in our membership.”

Trend3r’s COO Maria Shumilova will represent the firm within BAHEP. She stated, “My initial observations about BAHEP reveal that the ‘best and brightest’ companies from many industries have chosen to support BAHEP’s efforts as members. Our clients are the typical early adopters of new technologies, like to be ahead of the competition, and have an edge on them through the use of the best tools. Joining the organization is a good fit for our marketing strategy as we seek to increase our outreach and promote the Bay Area Houston region.”

Shumilova explained that Trend3r is an experiential innovator of the 3D modeling technology. The firm brings the latest and best virtual reality and augmented / mixed reality tools to its clients to help them visualize their ideas and projects before significant investment is made in production / creation. Trend3r also helps document and capture existing projects and sites to help clients showcase their work and market it.

The technology used by Trend3r has applications in nearly every industry. Clients include builders and developers, aerospace companies, non-profits and educators, artists and gallery owners, building owners, commercial real estate brokers and property managers, architectural and design firms, furniture dealers, and manufacturers.

Shumilova concluded, "We are looking for more collaboration opportunities in aerospace and aviation manufacturing, biomedical and healthcare industries, non-profits and educators, and any client who is interested in implementing the latest visualization technologies into their business model."

Trend3r is located at 1022 Wirt Road, Suite 326, Houston, Texas 77055. For additional information, call [281.606.9369](tel:281.606.9369), email maria@trend3r.com or visit www.trend3r.com.