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## Press Release

### Cocomore Develops VR-Project for Pain Therapy

**Frankfurt am Main (Germany), June 11, 2018** – An estimated twelve to 15 million patients in Germany are suffering from severe or recurring pain. To improve patients' quality of life and support therapy German digital agency Cocomore has established the project 'Virtual Reality in Physiotherapeutic and Psychotherapeutic Pain Therapy' (ViRST). Subsidised by the German Federal Ministry of Education and Research the agency creates a multitude of Virtual Reality (VR) applications helping to harness the technology for innovative pain management.

The Frankfurt based digital experts develop advanced VR solutions with an integrated gamification approach seeking to arouse end-users' self-initiative and commitment in the therapeutic process. "Pain management is all about physical exercise which is by nature difficult for the patient," outlines Dr. Jens Fricke, Executive Director at Cocomore AG. "The ViRST methodology aims at improving, complementing and significantly accelerating pain therapy and related healing processes in a playful manner, especially for elderly people. The virtual scenario helps to unburden therapies while intensifying treatment.

Cocomore's VR platform uses an analysis and evaluation method which holds a great share in the increasing quality in pain treatment. ViRST is continually collecting and analysing medical, technical and economic data sustainably enhancing different applications in the ongoing operation and customizing them to the practical needs of the end-user.

"VR applications have a strong impact on the healthcare industry and the potential to efficiently and profitably solve problems. Due to the interaction of VR and sensor technology, we gain valuable experience contributing strongly to the success of future projects, not only for the medical sector," concludes Fricke.

Also participating in the ViRST project are animation specialists metricminds, the German Research Center for Artificial Intelligence as well as the Charité Berlin, Germany.

#### About Cocomore

As an agency for marketing, IT and experience design, Cocomore develops communication, e-commerce and customer relationship management (CRM) solutions with a total of 180 employees at the Frankfurt, Cologne,

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Geneva (Switzerland) and Seville (Spain) offices. Cocomore's clients include HDI, Nestlé, Procter & Gamble, Merz, Tele Columbus and TVH. The agency has implemented projects in more than 30 countries.

For more information please visit: [www.cocomore.de](http://www.cocomore.de)

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