



WHY IT MATTERS

People drop off in real environments

In rehab, training, and learning, participation often falls off without the right structure.

Most experiences don't hold attention

That's where we focus: *building VR experiences people actually stick with.*

Follow-through improves results

When people complete their training, outcomes improve and help you reach your bottom line.

Training that changes behavior, not just checkboxes

Have you ever had training that you were proud of? What made it different?

That question is what drives our work.

Red Iron Labs builds VR experiences designed to keep people engaged past the point where most training loses them.

In March, we were invited to demonstrate our work to Canada's Minister of Canadian Identity and Culture at Platform Calgary, showcasing how virtual reality is being applied across healthcare, training, and interactive environments. Here's what we showed:

NeuroRecoVR

A VR-based stroke rehabilitation platform currently in clinical use, supporting motor and cognitive recovery.

Muffin Fight

A multiplayer VR experience used to drive engagement and participation applied in environments like team-based learning and group interaction.

Training completion is easy to measure. Behavior change isn't.

Let's talk. info@redironlabs.com

"Red Iron Labs is bridging the gap between virtual reality gaming and healthcare recovery. Thoughtfully designed experiences are helping improve motor skills and patient outcomes."

— Jordan Pinkster, Platform Calgary