

OSVR officially partners with app store Qihoo 360

SHANGHAI, CHINA: A platform designed to set an open standard for virtual reality devices, Organisers of Open Source Virtual Reality (OSVR) has officially announced its partnership with one of the largest app stores in China, Qihoo 360. OSVR is now set to extend the reach of its global content partner network into China with an 800 million app store user base.



Alexander Balenko via [Wikimedia Commons](#)

OSVR In China

With the launch of official support in China, virtual reality content and hardware developers will now be able to take advantage of the software platform to extend the reach and compatibility of their technology to an ever expanding list of global VR hardware and software.

"China's appetite for virtual reality is growing very rapidly. There are hundreds of VR developers looking for ways to increase the reach of their content and grow their virtual reality technology further" says Min-Liang Tan, chief gamer and CEO of Razer. "OSVR's goal is to help accelerate the development of VR in China by helping developers to support an ever growing variety of VR hardware on a local and global scale and to collaborate with the best of the best in the industry."

Partnership with Qihoo 360

Qihoo 360 is a leading internet and mobile platform company in China with a user base of more than 800 million. They specialise in antivirus software, web browsers and a mobile assistant application. Revenue is generated through micro-transactions and online advertising.

With OSVR's support, Qihoo 360 will be building a VR store to discover and download VR content, effectively bringing OSVR content to their 800 million users. In addition to this, both partners will be working closely together to support VR game and content developers in China, providing development hardware, software SDKs and content distribution for OSVR supported to help VR gain mainstream adoption.

"We believe Open Source Virtual Reality (OSVR) is the future of VR. With OSVR we'll be able to provide our user base with a more extensive range of virtual reality games and content for our store" says, Weihua Tao, general manager of 360 Mobile Assistant Division. "The content will also be compatible with multiple headset technologies allowing us to support the needs of individual users. As the China VR headset market grows larger, we can also scale our hardware support through OSVR so we are always up to date."