



## **ABOUT US!**

### **Founder:**

**Playcanics is a new business vision for the Covid-19 era in Canada's Tech Industry.**

**Playcanics was founded in 2020 by Jessica Haak, M.A. Educational Technology (Concordia, Montreal), B.A. Theatre, and Film and Media Studies (University of Alberta), with the creative collaboration of Joel Duffield, Senior Game Designer and Unreal Engine Specialist.**

### **Who are our Clients?**

**Emerging technologies like virtual reality, 3D Modeling, and game engines attract a diverse clientele. We serve both the entertainment and educational markets, producing projects for small and medium-sized organizations, post-secondaries, and not-for-profits. We also welcome individual commission-based projects.**

### **Some of our clients have included:**

- **Alberta Food Processors Association**
- **Let's Talk Science**
- **Langmobile**
- **KnowledgeOne**
- **Vancouver Animation School**

### **Premium Designs for Multiple Budgets:**

**Whether your budget is large or small, we can bring your vision to life. With our calculated project management, lean process techniques, creative ingenuity, and technical excellence, anything is possible. We carefully select our creative specialists and developers from our extensive network of creatives in Alberta, Ontario, and Quebec.**

#### **Win-Win-Win is Better for Everyone:**

**Our specialists are paid well. They are treated respectfully, and they take on projects to improve their skills beyond their other business pursuits. We believe that our work is stronger with these collaborations. The artists are enriched professionally, and companies receive products at a fair market value.**

**Through constant collaboration and repetition, we are confident that excellence is achieved in training and the arts. In this way, the cross-pollination between the two enhances both.**

#### **Adaptive Changes:**

**Have you ever been partially through a project and realized that you made a grave technological selection? Perhaps you thought you wanted the actors dressed in a particular set of PPE in your on-site training video, only to realize that another one was more appropriate. With our focus on 3D design and our use of eager, talented specialists, you should feel safe knowing that we can make corrective changes along the way.**

#### **Run Remotely:**

**Playcanics runs entirely remotely. With the use of highly specialized subcontractors, our business model is designed to give you significant flexibility when it comes to the techniques you wish to employ in your designs. Our emphasis is on 3D for its agility, affordability, portability, and visualization capabilities.**