



## Virtual Cycles Unveils First Software Product

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PHILADELPHIA, PA ([PRWEB](#)) June 26, 2003 -- Virtual Cycles, a resident company of the Science Center Port and a participant in the Science Center Launch program, announced the release of an advanced version of its first software application.

Virtual Cycles develops software allowing consumers, vendors, and manufacturers of high-end goods to visualize product customizations in an interactive 3D environment.

"Our company's products focus on niche industries that exhibit consumer passion, require visual tools, and deal with luxury items owners can customize," said Virtual Cycles' Founder and CEO, Michael Day.

Virtual Cycles' first product, 3D Chop Shop, targets the large Harley-Davidson market, enabling enthusiasts to piece together their dream cycle prior to spending thousands of dollars on stylistic modifications. Virtual Cycles is aiming to license a system that will enhance customer service, increase sales, and open new marketing channels for motorcycle dealers and manufacturers.

3D Chop Shop has been released as a CD-ROM application that can be purchased at the company's website ([www.virtual-cycles.com](http://www.virtual-cycles.com)) or through select vendors that sell motorcycle parts and accessories.

The system allows customers to build their ideal motorcycle virtually, rotate the 3D model, zoom, add hundreds of accessories, and paint with custom graphics. At the end of the process, users can save their customized rendition, print, convert the 3D scene into a screenshot or calculate an estimated price breakdown.

With the launch of 3D Chop Shop, Day said his company was beginning to look at other potential markets for their unique software. "Our software is the equivalent of a department store dressing room—instead of wood and mirrors, we use high quality 3D graphics and some programming ingenuity," he said.

Virtual Cycles is a resident company of the Science Center Port, the region's premier high tech and life science business incubator. In addition, the company is also a participant in the Science Center Launch program, which provides intensive one-on-one business mentoring and coaching.

About the Science Center: The Science Center's mission is to grow regional wealth by developing knowledge communities that fuse talent, capital and opportunity. Part of the way we achieve this mission is by operating the Science Center Port—the region's premier IT and life science business incubator. Since 1963, the Science Center has helped to launch over 350 new technology companies. ([www.ScienceCenter.org](http://www.ScienceCenter.org))



**Contact Information**

**Steven Sonntag**  
Osiris Group Inc.

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