



TROPOS AR

Press Release

Digital expert Frederiek Pascal joins Tropos AR as COO & Partner.

*There's no better indication of product quality and market potential,
than industry leaders joining a team.*

Tuesday 8th March, Groot-Bijgaarden, Belgium: On March 1st, Tropos AR welcomed Frederiek Pascal, one of the brightest digital minds in Western Europe. Frederiek built the largest video game community at the biggest Belgian internet provider Telenet. He also co-founded the award-winning digital agency Sevenedge and moved to Happiness Brussels when they acquired Sevenedge in 2017. Frederiek is the business owner of Europe's biggest 2020 AR project: The Ghent Altarpiece AR. After five years in the role of Director of Interactive & Operations at Happiness, Frederiek is joining Tropos AR - as COO and Partner - to help usher in the era of Augmented Reality.

Sven Van de Perre, Co-founder and Creative Director, about Frederiek: "Tropos AR's core team have known Frederiek and his work for over twenty years, and we couldn't imagine a better person in our planet's troposphere to take up that challenge. Under his leadership, Tropos AR will expand beyond the market of live sports and bring the magic of an AR driven Metaverse to millions."

"Joining Tropos AR was the next logical step in my career. It allows me to put into practice the full skillset that I have acquired over the last 25 years. Augmented reality and the metaverse are the future and I'm honoured to play a role in developing this new medium!", said Frederiek Pascal.

Tropos AR, founded in December 2020, has successfully participated in the highly regarded HYPE Sports Innovation's GVA 2.0 programme and was recently declared winner of the SportsTech Belgium accelerator initiative. The organisation is currently finalising its innovative augmented reality app for the Belgian (Beer) Barrels Alliance, while many projects are in the pipeline for leading parties in the world of live sports, banking, fast moving consumer goods and media.

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The start-up has secured additional funding to accelerate its growth and speed up the development of its product portfolio.

Additional career opportunities will be made available in the months to come.
Follow Tropos AR on [LinkedIn](#) to receive updates on any available job openings.

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Notes & links to editor:

- <https://www.linkedin.com/in/svenfranken/>
- <https://www.linkedin.com/in/senvandeperre/>
- <https://www.linkedin.com/in/frederiekpascal/>

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