

Swissquote launches the first virtual reality trading application

- Swissquote is the first European bank to make its mark in the world of virtual reality
- New trading app immerses the user in a 360° trading platform via their VR helmet
- Fast Trade eye tracking technology allows the client to place a trade with a simple glance

Gland, Switzerland, February 3, 2017 – Swissquote Bank, Switzerland's leading online bank is today launching a new virtual reality trading application, especially designed for use with virtual reality helmets.

The new app will enable the user to access the financial information that matters most to them in real time, through the medium of VR. Once the trader enters the virtual trading platform, they are surrounded by a 360° trading wall with multiple sections dedicated to SMI (Swiss Market Index), currency pairs and the main indexes. Thanks to eye-tracking technology and simply focussing on a specific stock, the trader is provided with more in-depth information. The wall within the VR trading platform is customizable with a choice of themed wallpapers recalling the Swiss origins of Swissquote.

Users who are also Swissquote clients can also log in to their profiles, view the status of their accounts and even execute a trade thanks to eye tracking technology from Fast Trade. The app allows Swissquote clients to execute the majority of the actions that they would normally carry out on the existing Swissquote app. This technology makes it possible to execute trades much more quickly and easily, by preconfiguring a number of criteria, including the preferred investment amount. By default, this amount is set at CHF 5,000. After selecting a stock, two further steps are necessary to complete the trade: clicking on "buy" and then "confirm". Both actions are also executed using the app's built-in eye-tracking technology.

On the launch, Paolo Buzzi, CTO at Swissquote stated: "Being at the forefront of technology is Swissquote's signature and our new VR Trading application is another illustration of our innovative capacity. While it is true that the use of VR helmets is still marginal, building our application allows us to also perfect Swissquote's existing applications on other devices, therefore accelerating our own technological evolution. In this way, the Fast Trade tool, initially developed for VR helmets, will eventually be usable for our Apple Watch application

Owners of VR helmets will soon have access to this innovative solution on iPhone and Android operating systems.

[Download link:](#) screenshots & photos

Swissquote's Mobile World

Swissquote has been at the forefront of technology since its founding, particularly in the area of apps. In 2008, Swissquote was the first Swiss bank to launch its own iPhone trading application, followed by an iPad version in 2010. The two applications are now among the most popular banking apps in Apple's Swiss app store with 228,000 (iPhone) and 90,700 (iPad) downloads. In June 2015, Swissquote was the first bank with an application for the Apple Watch.

Swissquote – The Swiss Leader in Online Banking

As a leading provider of online financial services, Swissquote offers innovative solutions and analysis tools to meet the wide range of demands and needs of its clients. As well as various online trading services, the user-friendly platform also provides solutions for eForex, ePrivate Banking and eMortgage. In addition to a low-cost service for private clients, Swissquote also offers specialized services for independent asset managers and corporate clients. Swissquote Bank Ltd. holds a banking license issued by its supervisory authority the Swiss Federal Financial Market Supervisory Authority (FINMA) and is a member of the Swiss Bankers Association. Its mother company, Swissquote Group Holding Ltd., is listed on the SIX Swiss Exchange (symbol: SQN).

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