

## **Weird Science Lab Appoints New Director, Global Innovation**

*Fast Growing EdTech Company Strengthens Resources In Its Oxford Headquarters*

**Oxford (UK), 15 June 2017** – Weird Science Lab (<http://www.weirdsciencelab.com>) announced today that Kabeleka A.D. Kabeleka has joined the EduTech firm as a Director - Global Innovation to further strengthen the company's ability to open Virtual Reality (VR) STEM labs in the emerging regions.

Kabeleka comes with a wealth of experience, having studied Computer Science at the highest level and developing E-learning initiatives for schools in his home country Zambia. As a Rhodes Scholar, he received two Masters from Oxford: one in Computer Science by Oxford Brookes and one in Social Science of the Internet by Oxford University. Kabeleka was also the chief programmer in the IEEE funded Digital Learning Units project which focused on the development of an E-Learning program to assist the pupils of Mitanto high school in Zambia in their studies.

Chairman Gary Pickholz said: "Through VR and similar technologies, we can transport an entire Oxford lab to a roomful of students in a barren classroom in Cambodia or Nigeria, at more than 65% less than the cost per pupil of actually building them a lab. We view Kabeleka's appointment as a sign of our commitment to bring the Oxford's University Press STEM curriculum to the emerging regions. I'm confident that Kabeleka will play a key role in bringing our ambitious project to fruition."

In his new role, Kabeleka will be working closely with supranationals, Ministries of Education, and major technology firms in the emerging regions to help schools overcome the practical barriers to the adoption of VR labs.

### **About Weird Science Lab**

Weird Science Lab (WSL) is a University of Oxford EduTech company, with the mandate to free the 21st-century intellectual property of major universities from the 15th-century shackles of the Gutenberg printing press. WSL focuses on providing on third generation Virtual and Augmented Reality tools to revolutionise the traditional STEM (Science, Technology, Engineering and Mathematics) curriculum for secondary and higher education in both the developed and emerging regions. To achieve this, WSL partners with businesses, educational institutions and other stakeholders to adapt existing commercial VR and AR technologies to the educational needs of today's students. WSL was seeded and incubated at [Oxford Innovation](#), the wholly owned technology commercialisation subsidiary of the University of Oxford. The company also has research and development facilities at Harvard/MIT.

### **Press Inquiries**

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