

## **3Waves Appoints Jeffrey Parker as Chief Executive Officer to Lead Commercialization of its Virtual Motion Platform**

*Veteran defense and training/simulation executive joins the Luna Labs spinout to scale its simulation enhancement technology across defense and commercial simulation markets.*

**CHARLOTTESVILLE, Va., July 8, 2026** – 3 Waves, Inc. (“3Waves”), the dual-use spinout launched by Luna Labs to commercialize advanced virtual and mixed reality (VR/MR) technologies, today announced the appointment of **Jeffrey Parker** as Chief Executive Officer. Parker will lead 3Waves as it brings its proprietary vestibular interface platform, developed under exclusive license with Mayo Clinic, to public and private sectors.

The company’s first application is flight simulation training. By adding true motion cues, such as acceleration, banking, and turbulence, 3Waves makes existing flight simulators more immersive, without the cost and footprint of full motion-platform systems.

The vestibular system is the sensory network in the inner ear that governs balance and the body's perception of motion. In conventional VR/XR simulators, the eyes see movement the body never feels, a mismatch that limits realism and can trigger simulator sickness. 3Waves' platform stimulates the vestibular system directly, delivering the physical sensation of motion in sync with the visual environment.

Parker brings more than 20 years of CEO and board-level experience across aerospace, defense, electronics technology, power generation, and manufacturing. Having founded Airborne Tactical Advantage Corp, now a Textron Corp-owned company, he created the outsourced airborne tactical training industry in the U.S. Most recently, he served as Executive Chairman of Arotech Corporation, a training-and-simulation, power generation, and manufacturing firm owned by Greenbriar Equity Group, where he was the critical link between the private equity partner and the executive leadership team. He is also Founder, CEO, and Chairman of Defense Business Strategies (DBS), an aerospace and defense advisory firm contracted by the U.S. Department of Defense and by U.S. and Canadian aerospace firms pursuing growth and acquisitions.

A graduate of the U.S. Air Force Academy with executive education from Harvard Business School, Parker pairs military leadership with a career focused on building the multi-billion-dollar U.S. defense training and simulation market.

“The airborne simulation market is a segment near to my roots,” said Parker. “Now add other motion-simulating environments like Army door gunner and city bus driving simulation, two completely different simulated environments, and you get a sense of the reach of 3Waves technology. The tech is based on Mayo Clinic research and will also benefit those with inner ear dysfunction and balance issues. I’m thrilled for the opportunity to create a fantastic organization around a cutting-edge technology.”

“Spinning out 3Waves was always about positioning this technology to stand on its own, and that starts with the right leader,” said James Garrett, CEO at Luna Labs. “Jeff brings the combination of operating discipline, strategic vision, and experience building companies alongside boards and investors. We are confident he will take 3Waves from a proven technology to a category-defining solution.”

The appointment was effective June 11, 2026.

### **About 3Waves**

3 Waves, Inc. is a dual-use technology company commercializing an advanced virtual motion system for virtual and mixed reality environments. 3Waves has developed a proprietary vestibular interface platform that translates inputs for VR/XR simulators into true physical sensations, creating virtual motion, which is the missing physiological interface layer for immersive technology. 3Waves serves defense, commercial, and medical markets.

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