



Sneak Peek of VRX 2019: Thought Leader Insights

Interviews with 16 of the world's biggest and most innovative brands

ABInBev

ThermoFisher
SCIENTIFIC

L'ORÉAL
Research & Innovation

Smithsonian
CHANNEL 

 **hp** Tech
Ventures

 **Penn Medicine**
Radiation Oncology


CLOUDHEAD GAMES™

NOKIA

 **SUPERDATA**
A NIELSEN COMPANY


CLEANBOX
THE UV HYGIENIC SYSTEM FOR VIRAL VENUES

IVRHA International
Virtual Reality
Healthcare
Association

METARSE


LOOKON
MEDIA


iQ3

 **OBSERVER**
ANALYTICS


IO INDUSTRIES



Conference & Expo | December 12-13, 2019 | San Francisco, USA
A REUTERS EVENT
events.vr-intelligence.com/vrx

What is the key to mass adoption? How can your business lead the way?

These are the billion dollar questions for professionals and businesses that understand the huge benefits and potential of immersive technologies. Ahead of the 5th annual VRX Conference & Expo, VR Intelligence (a Reuters Events company) spoke to 16 of the summit's thought leaders to understand how they are preparing for the future of XR in enterprise and entertainment.

Finding the right solution for the right use case (and critically, the right price) is an ongoing challenge for all businesses delving into XR; whilst finding enough content and monetizing it is still a huge barrier for getting VR & AR/MR into the mainstream.

That's why, VRX Conference & Expo is providing a forum for debate between some of the world's largest brands and investors to discuss strategies for getting XR successfully integrated into the workplace, the public domain and into people's homes.

The leaders you see below are passionate about overcoming these barriers and sharing their strategies. They not only believe that XR deserves a seat at the executive table, but are leveraging stakeholders and resources to tackle these challenges with full force.

Meet the Contributors



Anne Stephens
Global VP Category Expansion
ABInBev



Earl F. Sison
Senior Designer,
Digital VR & AR Development
Thermo Fisher Scientific



Michael Haddad
Augmented Beauty US Director
L'Oréal



Charles Poe
Senior VP, Production
Smithsonian Channel



Angelo Del Priore
Partner
HP Tech Ventures



Fern Nibauer-Cohen
Director, Patient Engagement
& Business Development
Penn Medicine



Denny Unger
CEO
Cloudhead Games



Leslie Shannon
Head of Ecosystem
& Trend Scouting
Nokia



Stephanie Llamas
VP of Strategy,
Head of XR
Superdata



Amy Hedrick
CEO
Cleanbox Technologies



Bob Fine
Exective Director
IVRHA



Alan Smithson
CEO
Metavrse



Jonathan Powell
Co-Founder
Look On Media



Michael Bloor
Co-Founder & CRO
iQ3 Connect Inc.



Lucas Toohey
CEO & Co-Founder
Observer Analytics



Todd Seath
Business Development Regional
Manager
IO Industries



ABInBev

Anne Stephens

Global VP Category Expansion, ABInBev

Tell us a little more about your role in the XR industry

Work and have always worked for large brand owners who are advertisers in the digital space – XR is the future mainstream digital interface and therefore of significance. My role is consumer strategy – so I'm looking not only at this as a way of creating brand advantage but also for its impact on consumer behaviour generally.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR? Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

Adding depth to brands with digital products, edutainment: in a world where attention is the scarce resource and where digital transformation has levelled the competitive playing field, how will brands add depth to become sufficiently substantial and useful to warrant consumer attention

Using the power of context: Malcolm Gladwell's Tipping Point offers a useful trilogy of effective messaging: context, message and conveyer/ medium. With social media we are learning to balance the trilogy by thinking more about audiences and media, but AR will push this to a whole new level – interests, trends, geography and activity will all need to be considered and our understanding of consumer behaviour lags significantly.

Implications for human behaviour and happiness: We often blame the correlation between social media use and loneliness on people comparing their lives negatively with the curated highlights of the people they follow.

In addition, I believe (and this is what I want to address in my session) there is the impact of digital enablement that is filled with instant gratification and reduces the need for people to strive to achieve goals. If Google and YouTube know everything and if we can "rent" any service by using Uber or airbnb, then our feelings of competence and the favour-based interdependency in relationships with others are compromised.

As technology strives to make everything easy, streamlined and seamless it is reducing people's sense of accomplishment in everyday living.

If AR offers a reset in design of the human-machine interface, can we design it for human happiness rather than enablement

What key topics are you most interested to find out more about at VRX?

Devices, design principles, how brands are using these new technologies and adoption

What aspect of VRX 2019 are you most looking forward to?

Learning about the designers of this next world – the intent, progress and expectations. I hope to know infinitely more about how AR specifically will evolve in the coming years.



Anne will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx



Thermo Fisher
SCIENTIFIC

Earl F. Sison

*Senior Designer, Digital VR & AR Development, **Thermo Fisher Scientific***

Tell us a little more about your role in the XR industry

I see myself as a creative thought leader within the XR industry. I have a diverse skill set that can educate and evangelize the great progress of the XR industry. I am a firm believer in innovation and try to constantly learn and improve from all aspects of life and creative influences. I bring a specific point of view to pushing the XR industry into the mainstream and consciousness of the public.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

The first challenge is the awareness of how VR or AR is used. We still have a gap in understanding how the technology can be used and is no longer a novelty. The second challenge is getting funding and calculating ROI. We have tried pilot programs with minimal investment, but still struggle on connecting a direct tie into product purchases, cost savings, and other key performance indicators.... The development costs are high, so for businesses to put money into the technology with no concrete data or numbers is still a leap of faith.

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

In terms of VR, the idea of workforce training has been in the forefront of the industry in which I work. We can now put users in virtual real life situations where they can complete tasks without the fear of making mistakes or breaking anything. When a mistake happens in real life the results can be very expensive. The nice thing in a virtual simulation, they can repeat the process many times which helps them retain information. When the workforce is posed with real life tasks, they have fewer mistakes and learn faster since they have already been in the situation. The overall result is confident, trained, efficient and more productive workforce.

What key topics are you most interested to find out more about at VRX?

After going through the agenda a few times, the first day looks amazing. I am most interested in hearing about anything to do with the future of the XR industry. This would encompass hardware, software, investors and how different content creators are approaching the XR. On the second day, I see a mix of topics that is geared toward design. I am looking forward to how others design and come up with creative solutions with XR technology.

What aspect of VRX 2019 are you most looking forward to?

Networking and sharing my experiences and expertise with others that have a passion for XR technology.



Earl will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx



L'ORÉAL
Research & Innovation

Michael Haddad

Augmented Beauty, US Director, L'Oreal

Tell us a little more about your role in the XR industry

I'm looking for new technologies to enable new services in the connected and personalized beauty domain. XR has a huge role to play. I'm mainly focusing on exact rendering to bridge the gap between the real world and the virtual world.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

Make AR closer to reality, take into account lighting conditions in the real background for instance to compute the virtual objects in the scene (colors and optical effects).

How do we reconstruct the background of a scene when objects in the real world are digitally removed from it?

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

Virtual try-on (furniture, makeup, clothes...)

Which companies do you have your eye on for promising technological advancements in 2020?

Intel (3D camera, OpenCV)

NVIDIA (Ray Tracing)

Computer Vision for retail from any player: Amazon, Google...

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

Artificial Intelligence was key to the recent success of AR and especially Convolutional Neural Networks (CNN). Without accurate and real time computer vision algorithm there is no accurate and real time AR.



Michael will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

Where do you see XR having the greatest effect on the entertainment industry?

Gaming is still in my opinion an early adopter of XR. I thought that with VR available on PS4 and Steam we would see a huge growth in opportunities but I think we still lack experience that were really designed for XR and not just adaptation of traditional games or demo-like games.

What key topics are you most interested to find out more about at VRX?

- New hardware (headset, portable devices, projectors, camera, ...)
- Is Ray Tracing the future of HQ rendering? Apart from NVIDIA chipsets for desktop computers, any plan for mobiles application?
- How will VR make use of GAN as in DeepFake for instance to generate close to reality scenes or avatars

What aspect of VRX 2019 are you most looking forward to?

- Retail & Consumers (professional interest)
- Gaming (private interest!)
- New XR hardware development and opportunities

L'ORÉAL
Research & Innovation

Hear more from Michael and more at:



Conference & Expo

December 12-13, 2019 San Francisco, USA

**Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise**

[Click here for the full speaker line up!](#)



Charles Poe

Senior Vice President, Production, **Smithsonian Channel**

Tell us a little more about your role in the XR industry

I oversee targeted experiments in XR as ancillary content for series and specials on Smithsonian Channel. We see these technologies as extensions for our storytelling, hopefully reaching new audiences in new ways that are personal and interactive. For example, as the 50th anniversary of Apollo 11 approached, we produced a six-hour documentary series, “Apollo’s Moon Shot.” As a companion to it, we produced “Apollo’s Moon Shot AR,” which lets you shoot off a Saturn V rocket, explore real artifacts from the Smithsonian’s collection and take on challenges like landing on the Moon.

In your line of work, what are some of the biggest challenges you’re seeing in the adoption and use of VR/AR/MR?

It seems the full-functioning, cool-looking XR glasses are still a ways off. In the meantime, the biggest challenge is marketing. With VR, the industry has failed so far to expand the ecosystem of home headsets to a number that justifies investing in content, which is why everyone has pivoted to LBE and Enterprise. For AR, distribution is global but only if you can help people find your app and convince them to download it. When Apple’s app store launched in 2008 there were 500 apps. Today there are over well over 2 million, and over 2,000 augmented reality apps. No matter how great your AR experience might be, or how targeted your audience is, it’s hard to break through. The real risk for XR generally is that it gets stuck in the popular imagination as a gimmick. To truly succeed, it needs to become a habit.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

In AR I do wonder if there are better ways to aggregate content. For VR, I find it absurd that in the race to achieve “Ready Player One” the industry has abandoned entry-level innovation. There is still no headset for maximum resolution, theater-ready 360-degree films. When we recently tested our Panda VR film at the Smithsonian’s National Zoo, the best option was one of the oldest, a Samsung phone in a Samsung Gear VR headset with separate headphones. Of the 200 people who screened, 69% had never tried VR before. The clunkier the technology on first try, the less likely it is that audiences will embrace it and venues will be willing to install it. Lastly, the industry won’t get to the next level until there’s a money-making middle between free and The Void.



Charles will be speaking at the Conference & Expo in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

I continue to believe the cross section between entertainment and education is a huge opportunity. Injecting interactivity into storytelling supercharges interest, especially for younger audiences.

Which companies do you have your eye on for promising technological advancements in 2020?

No idea. That's a big reason I'm attending VRX.

Where do you see XR having the greatest effect on the entertainment industry?

XR needs to get beyond the promotional tie-in. Once we can treat XR projects the same way we do with our TV programs – as investments with a measurable return – we'll know it has turned the corner and has long-term viability.

Smithsonian
CHANNEL 

Hear more from Charles and more at:



Conference & Expo

December 12-13, 2019 San Francisco, USA

**Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise**

[Click here for the full speaker line up!](#)



Angelo Del Priore

Partner, **HP Tech Ventures**



Tell us a little more about your role in the XR industry

I'm a partner at HP Tech Ventures, HP's investment arm. I look for XR startups to invest and/or partner with that are anywhere from Seed to Series B. I'm also looking at Gaming/esports and Education spaces as well.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

I see some startups so in love with their technology that they don't always keep in mind that they've got to solve a real world, practical problem for their customers. If you're not able to show tangible benefits to whoever is buying your product, they are not going to stick around. Within enterprises, there are always pockets of money that are being invested in the latest solutions. That's happening with XR technologies now, but a lot of the pilots are getting stuck in the innovation phase and not getting widely adopted throughout the organization because we're not able to show the decision maker a real impact.

I also see startups getting stuck in free pilot mode which I almost always think is a losing proposition for both parties. If the customer you're trying to sign won't put in even a little earnest money, then I believe that tells you you are not speaking to the person with the right level of authority or they don't see value in what you bring. If you're able to regularly convert free pilots to paid customers and that's working for you, that's great, but it doesn't work out for most startups.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

I'm very bullish on the XR training space. Compared to a couple of years ago, there are now a lot more studies that prove the benefits in hard and soft skills across lots of verticals and use cases. We've got to simplify the solutions so that they are easy to use for everyone, not just industry insiders or comp sci majors.

What key topics are you most interested to find out more about at VRX?

Which startups are getting real traction among their users and/or have proven efficacy in whatever question they're trying to solve.

What aspect of VRX 2019 are you most looking forward to?

Getting to talk to old friends and meeting new ones. Over my career in silicon valley, I've seen a few tech industries go through their growing pains. XR is by far my favorite because not only is the technology fundamentally transforming how we interact with compute devices, but the mix of people in the industry is wonderful and nearly everyone is happy to help out others in the industry.



Angelo will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx



Fern Nibauer-Cohen

Director, Patient Engagement and Business Development, Penn Medicine

Tell us a little more about your role in the XR industry

I am using XR for patient education and global training and education relating to proton therapy and radiation therapy at Penn Medicine.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

Socializing VR/AR/MR into the larger academic health system and coordinating efforts with vendors and strategies. It has been a challenge working with vendors to adhere to our very strict legal requirements regarding contracting and agreements.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

From a healthcare perspective:

1. Using XR to inform and educate and market to consumers, patients and prospective patients to help set their expectations prior to coming on site for their treatment or procedure. This could improve overall patient satisfaction.
2. Training on equipment, such as proton therapy and adding as an important component to training and education programs which would allow more time for staff and faculty to focus on treating patients vs. training.
3. On boarding

In which industry verticals do you see the biggest growth opportunities for XR? Why?

Healthcare and pharma. Big stories to tell with lots of existing narrative and content. Just needs to be translated to XR and applied and distributed to the appropriate targeted audience.



Fern will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

What key topics are you most interested to find out more about at VRX?

VR in healthcare, VR as a modality to tell the patient story, VR in patient education and engagement.

What aspect of VRX 2019 are you most looking forward to?

Networking, exhibits to meet vendors and learn the latest and greatest in the industry.



Denny Unger

CEO, Cloudhead Games

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

The single biggest challenge hampering gross adoption remains ease of access to “high-quality VR” hardware and properly curated content for first-time users. Oculus is doing great work here with the standalone 6-DOF Quest and a focus on premium content. As the power of these mobile platforms increase and costs reduce, we should see a largely unstoppable growth curve.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

When Virtual Reality and Mixed Reality are eventually merged into a single, small form-factor, high powered device, it will become so pervasive that it will replace the cell phone. Facebook and or Apple are likely the only companies with enough capital to make this a near-term reality (4-5 years). In 2019-2020 it's important that VR/AR developers stay in their lane and focus on building quality products for their ecosystems, not worrying about what might be coming down the road from company “X”.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

As demonstrated by a number of well established studies, gaming remains the largest grossing vertical for XR. With cheaper, more mobile, higher quality VR devices entering consumer homes, the opportunities for gamer-centric entertainment have never been as lucrative. Tangentially; Education, Healthcare, Training, 360 Video only have meaningful returns when placed under the lens of venture capital but these are largely not revenue generating models.

Where do you see XR having the greatest effect on the entertainment industry?

The impact of XR on traditional Hollywood narratives remains largely unexplored. Traditional approaches and production techniques to story-telling (360 video) tend to fall flat in VR/AR while more experimental treatments are yielding exciting results. The most relevant vertical remains gaming, which can be defined as a very broad set of entertainment potentials (home based, location based). Gaming primarily because game design is highly experimental, user focused, and well suited to the challenges of uncharted technologies.

What aspect of VRX 2019 are you most looking forward to?

VRX is an incredibly valuable “temperature check” on our peers and the XR industry at large. Trends are discussed, winners & losers are revealed and creators/investors/ the curious always come away with a more grounded sense of where the industry is headed. I always look forward to meeting with old friends and forging new relationships as we collectively pathfind our way through to the next year!



Denny will be speaking at the Conference & Expo in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx



Leslie Shannon

Head of Ecosystem and Trend Scouting, Nokia

Tell us a little more about your role in the XR industry

I'm Nokia's Head of Trend Scouting, right at the intersection of the mobile communications world and the world of new technology. I'm looking for the new technologies that are going to need mobile network support over the next 3-5 years, so that we can make sure that we're developing and building the mobile networks that are going to be needed to support advances that are coming from other industries, including very much the XR world. I see that in the long term, the telecommunications industry is going to be deeply integrated into the design and delivery of XR services, because we have the capability to provide not just connectivity, but with computing at the network edge, we can carry some or all of the processing burden as well, while retaining an excellent end user experience. This will be the critical factor that will lighten both the cost and physical weight of XR headsets and ultimately be a key enabler for mass market takeup.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

The three biggest hurdles are cost, usability, and use case. It's exciting to see rapid development in the headset space, which is bringing us much more lightweight, affordable and high-quality headsets without cabling, but there's still a way to go, especially in the AR space. This is why I believe that long-term, the usability of XR headsets will reach their fullest potential when the processing piece sits not on the physical device or on a companion device such as a phone, but when the processing sits in the cloud, close to the end device in the connectivity network. This is such a new capability for networks that it's going to be an exciting time building and perfecting the first examples of this, but it's already started with 5G gaming, and that same capability will be able to be reused for XR support down the track.

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

The Mirrorworld, or spatial internet, in which physical location and objects will have information and entertainment attached to them or overlaid on them, is what is going to drive AR. It'll start on phones and move to glasses – in fact, it'll be the rise of amazing content in the Mirrorworld that will make glasses become a mass-market must-have.



Leslie will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

5G and network edge computing in the telecommunications world, which will enable processing to move off the XR headset and into the network, giving headsets the opportunity to be lighter and leaner and therefore more mass-market friendly than ever before.

What key topics are you most interested to find out more about at VRX?

Use cases and real-world experiences, including both successes and failures. Having a real-world understanding of what's working and what isn't will propel us all forward.

What aspect of VRX 2019 are you most looking forward to?

Meeting the players in this space and hearing their opinions about where they're planning to move next. Scouting for partners as we enter this landscape as well.

NOKIA

Hear more from Leslie and more at:



Conference & Expo

December 12-13, 2019 San Francisco, USA

**Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise**

[Click here for the full speaker line up!](#)



Stephanie Llamas

VP of Strategy and Head of XR, Superdata

Tell us a little more about your role in the XR industry

I currently am head of XR at Nielsen, the leading market research firm. I have been leading XR research since 2015 at SuperData, which was acquired by Nielsen in 2018.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

It varies based on the technology. For virtual reality, it's really about content, price, awareness and accessibility. However, with killer apps like Superhot and Beat Saber, plus the enormous success of Oculus Quest, I think we are well on our way toward seeing critical mass in the next couple years. VR will really be focused on gaming for the general audience, and that's what's currently driving adoption. AR's challenge is its necessity. Right now, there aren't a ton of cases where it's essential to the experience, or there are applications that are using it but don't need it. Social media like Snapchat and Facebook have found really innovative ways to use it so the industry, and brands in particular, can learn a lot from them about how it can effectively be leveraged. Mixed Reality's tech is just not there yet for general consumption and is really focused on a few key use cases. But in the very longterm, I believe this is where XR will shine -- it's just going to take awhile.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

As I mentioned, gaming content for VR is key. With big IP and AAA publishers will come new waves of adoption. Second is untethered devices. This is ESSENTIAL and Oculus Quest is showing how effective this has been. While some enterprise applications and heavy-duty gaming experiences require high-powered PCs, the content that pleases the general consumer should be light and easy enough for an untethered device. Finally, in-app payment processing is something that isn't talked about enough. Giving people the opportunity to take action while they are inside an experience is key to conversion, and companies like Payscale are creating great solutions.



Stephanie will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

VR = gaming

AR = branded content

MR = enterprise

Which companies do you have your eye on for promising technological advancements in 2020?

As I mentioned, Payscale is doing great things with payment processing. Also, Friends with Holograms has created really innovative educational, training and branded content that really focuses on leveraging the technology itself and not just using it for its novelty.

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

AI will really take it to the next level. XR is about interaction and immersion and AI is going to be important in driving that -- especially if you incorporate natural language processing and voice activated commands so players can engage naturally with virtual worlds.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

Not to sound repetitive, but gaming is really essential to VR. Finding multi-player opportunities will really take it to the next level. For AR, providing utility to mobile applications will provide big growth, such as maps (which Huawei and Google are leveraging). I think games are less essential to AR. They seem obvious but so far I haven't seen a case study that enhances the experience in a big way. Brands can find innovative ways to use AR in mobile ads and sponsored content like social media overlays. I think educating brands on this new market is going to be really important. And, of course, there are sooooo many ways enterprise will continue to push this technology forward, and vice versa.

Where do you see XR having the greatest effect on the entertainment industry?

Gaming!

What key topics are you most interested to find out more about at VRX?

I want to hear about how the largest companies are leveraging the innovation and technology that smaller companies are honing. They need each other since small companies have a lot of agility and can push through creative solutions quickly by avoiding bureaucracy. Meanwhile, XR needs large companies to spread the word and draw in general consumers, so seeing these symbiotic relationships will be a lot of fun!

What aspect of VRX 2019 are you most looking forward to?

Meeting the smartest, most innovative people in the industry! These folks are true trailblazers and I can't wait to hear more about what they are doing next!



Amy will be speaking at the Conference & Expo in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

Amy Hedrick

CEO, Cleanbox Technologies

Tell us a little more about your role in the XR industry

In my role as the CEO of Cleanbox Technology, I have been able to provide insights into immersive technology and bring solutions and innovation in smart tech hygiene. Because I integrate across several business use cases for XR, I'm able to speak to the opportunities and ROI in healthcare, entertainment, enterprise, industrial and high impact zones.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

The public's knowledge about VR is still quite nascent, and the majority of consumers have never tried a VR experience. LBVR is crucial for the consumer market to take hold. One of the great opportunities provided by LBE (location-based entertainment) is the ability to create an experience not easily replicable at home, and most importantly, an experience that showcases the amazing capabilities of the technology. What I think should be at the forefront of strategy in the LBE space is that of delivering high quality content that also does something an alternative technology cannot. That should be the focus of a public-facing VR experience and if done well, that will drive consumer adoption.

On the enterprise side, larger companies tend to innovate slowly but as some of the more progressive enterprise movers show definitive ROI and share those studies, it will become easier to pilot XR programs and grow adoption across business ecosystems. Sharing data is important.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

Growth in the healthcare sector represents an incredible opportunity for AR and VR technology. AR/VR is being utilized in healthcare environments where hygiene is required and essential, including sports psychology, addiction therapy, pre/post-op surgical, and education.

While entertainment has been the low-hanging fruit of VR usage, I think that more broadly, healthcare, industrial, retail and government use of VR could very well drive the industry to the next level.

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

VR-based training programs can help reduce training time and improve employee performance, show quantifiable ROI for internal processes and positively impact consumer interface.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

Healthcare, enterprise and automation

What key topics are you most interested to find out more about at VRX?

Use cases across enterprise functions. Data on healthcare pilots and insight into internal ecosystems and process in deploying larger scale XR.



Bob Fine

Executive Director, International Virtual Reality Healthcare Association (IVRHA)

Tell us a little more about your role in the XR industry

A lead an association focused on growing and supporting the virtual reality and healthcare market: IVRHA (International Virtual Reality and Healthcare Association)

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

Education, education, education. We can't do enough about it yet. Most people still have never tried virtual reality, and no amount of description or explaining does it justice. We have to continue to focus our efforts about giving people their first VR experience, and then explaining how it can impact their job and life.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

I'm biased here, but one of the reasons I'm working in the healthcare VR sector today is the potential. There is so much happening under the radar that it is going to transform how we experience and receive treatment. But it's going to be a long haul. Healthcare doesn't like change, and it doesn't move fast. Unfortunately, we're looking at a 10-15 year horizon before it's commonplace.

Where do you see XR having the greatest effect on the entertainment industry?

I have been extremely impressed with the Oculus Quest headset since it launched back in May. This is the first headset where everything is right, and the user experience is top notch. It's now at a quality and price point to compete with games consoles for consumer dollars. We just have to market it now. Easier said than done.

What aspect of VRX 2019 are you most looking forward to?

I have been extremely impressed with the Oculus Quest headset since it launched back in May. This is the first headset where everything is right, and the user experience is top notch. It's now at a quality and price point to compete with games consoles for consumer dollars. We just have to market it now. Easier said than done.



Bob will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx




Alan Smithson

CEO, MetaVRse

Tell us a little more about your role in the XR industry

I have taken on the informal role of leading the evangelism of XR technologies to businesses. I host a podcast interviewing business leaders who are either making or using XR solutions and ask them the questions that drive business; What are the costs, challenges, benefits, pitfalls and of course ROI. These are the questions that will unlock the potential of these technologies. XRForBusiness.io

In my day job, I am the CEO of MetaVRse an XR consulting and custom development firm. We build world-firsts and challenging projects that require development that pushes the limits of the technology. We break stuff fast so our customers can get to the best ROI fast. We also represent a number of other XR solutions in a sales capacity. MetaVRse.com

In my other-other job, I work with my wife and long-time business partner to manage the XR Ignite community hub and virtual-accelerator. XRignite.com

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

It is no longer a technology problem, it is now an adoption problem. We have solved enough of the technical problems to deliver real enterprise and corporate value in everything from marketing to training to design and remote collaboration. The point in time where we are, the only challenge to adoption and scale is sales and marketing solutions to the right customers and showing real ROI. If you can make or save a customer 10% more, you will get their business. XR shows 25-100% better results across the board so we just need to stop showing cool stuff and show ROI first, then maybe some cool stuff LOL.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry to the next level?

We have recorded over 75 episodes of the XR For Business podcast and I can tell you there are four main areas that are driving XR adoption;

1. Training. This is the most obvious one and it is the easiest return on investment. Case studies from Fortune 100 companies is showing 25-900% decrease in training times and 25-90% improvements in retention rates. With numbers like this, it is only a matter of time before every company in the world adopts this type of training. We remember only 5 percent of what we hear, but 75% of what we do. XR allows us to do in safe, repeatable, highly-scalable ways.
2. Retail/e-Commerce. As with training, the case studies are showing massive uptake from 50-150% increase in sales both in-store and online using XR technologies. Combine this with a decrease in return rates up to 20% and you have a very powerful sales and marketing tool.



Alan will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

3. **Field Service.** Travel and downtime are the nemesis of any factory manager or machine manufacturer. Billions are spent every month on flying experts around the world to work on complex machines. Now with the donning of a pair of AR glasses, that expert can now stand over your shoulder (virtually) and walk you through the process of troubleshooting with videos, annotations and share their experiences in real time. This can even be captured for future training.
4. **Design.** Bell designed a helicopter in 6 months in VR. It normally takes 6 years. Enough said. If you want further proof, Ford runs every new car design in front of every executive in VR before final approvals. Bugatti is designing their cars in VR now. The quintessential movie about VR, 'Ready Player One' was designed, blocked and even shot in VR. The possibilities are endless.

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

Training and Education. That is my passion, that is my life's work and that is our mission; to democratize education globally by 2037.

Which companies do you have your eye on for promising technological advancements in 2020?

I am precluded from talking about specifics, but I think there are some excellent AR glasses coming out, there is a lot of work in creating 3D assets quickly, new spatial tools will make it easier to produce higher quality products. I am excited by anything that promises to drive the cost, complexity and time down to create XR content.

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

Artificial Intelligence (AI) is essential to XR. There are several parts to AI that are directly related to XR;

Computer Vision - The ability for our devices to map out and understand the world around us. Cloud-mapping, infrared cameras, laser scanning, spatial anchors, plane, image and 3D detection, time of flight cameras. Computer vision captures all the data about the world around us to create an experience that is in context to our real world. You will see this when your Pokemon hides behind a tree!

Machine Learning - The ability to take all the information gathered by computer vision systems and make sense of it real time. There is so much math going on behind the scenes that it boggles the mind. I am just glad there are so many passionate people making those calculations seamless for the users.

Natural Language Processing - The ability to interact with your computer (ala Siri, Alexa and Google) is getting much better, but the voices of these AI generated voices still sounds off. In the near future, these voices will get better and will understand everything we say, in any language, with any accent. Add AR glasses to this and you have the possibility of embodying these voices in avatars that appear when we need them in many forms from human to robot and anything in between

In which industry verticals do you see the biggest growth opportunities for XR? Why?

While all industries will see a dramatic benefit from XR, the ones that are seeing the biggest impact right now are:

Healthcare - From dental offices to nursing homes to surgical suites, XR is making the biggest impact right now in the health and wellness sector. There are literally hundreds if not thousands of examples of XR being used in mental health, pain management, distraction therapy, physician and technician training as well as PTSD and MRI visualization. The possibilities are endless and people are working hard to develop these.

Retail - Over the next 10 years, every single item will be sold online and they will have a digital twin or 3D model version. Technology to capture or create these new marketing assets is getting much better and soon there will be AI algorithms that automatically create 3D models from 2D images (oh wait...that already exists!). Retail is using VR for in-store buying education and decision making, on websites as 3D content converts 50-150% higher, AR to visualize products in your space live. You can already try on your favourite lipstick, sunglasses, hat, necklace or shoes using only your mobile phone. And conversions double with this technology.

Automotive - Car companies love VR. This gives them the ability not only to design vehicles 10x faster, but then they can market test them 10x faster with customers years before the car will be built. Design, remote collaboration, test drives, auto shows, AR service manuals, AR-assisted technician support. If there is one industry that is ramping up XR fast, it's the automotive industry...and...

Aerospace - Similar to automotive, aerospace has had a long relationship with XR. From the early days of space exploration to present day, NASA has been using 3D, VR, AR, MR and every variation thereof to design, prototype, develop, test, and deploy. From million dollar VR rigs in the 1990's to using Mixed Reality now, NASA has always pushed the limits of this technology. The only group that has more experience with XR is...

Military - This section is classified.

Where do you see XR having the greatest effect on the entertainment industry?

Porn. Seriously, they are always on the leading edge of this technology. They were doing volumetric video capture and AI intelligent avatars long before anyone else. But beyond that obvious one, the greatest effect this is going to have is on the video game industry. Being inside the game is incredible. From racing simulators to MMORPG's to new genres that were never possible before, VR and AR are going to unlock a whole new world to explore...it's going to be fun.

Hollywood is already experimenting with next generation entertainment. They realized that the best way to get you back to the theatre is to offer something you can not get at home. A multi-player entertainment experience where you watch the movie from inside the movie and you are a participating character. Keep an eye on the volumetric capture space.

What key topics are you most interested to find out more about at VRX?

I want to know everything about how companies are leveraging this technology so I can share it with the people who are looking for answers on how to do this for their company.

What aspect of VRX 2019 are you most looking forward to?

Meeting the people. As much as doing everything in a virtual world is amazing, the entire reason we do all this is really to be able to share our learnings and stories with others who are as passionate about this technology and what it can enable for humanity. I am looking forward to seeing old friends and meeting new ones, about making new memories (real and virtual) and about learning as much as possible.

METAVRSE



Jonathan Powell

Co-Founder, Look On Media

Tell us a little more about your role in the XR industry

At Look On Media we are passionate VR developers bringing high end AAA game standards to education, medical, and training industries. Our goal is creating unforgettable VR experiences that produce a more prepared and engaged workforce.

In your line of work what are some of the biggest challenges you are seeing in adoption and use of VR/AR/MR?

Because the technology is relatively new, there isn't a large body of data yet that proves ROI strictly from a financial perspective. This makes some clients hesitant, however with every new successful case study Look On Media generates and others in the industry, more clients are excited to adopt VR.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

Working with so many great clients has allowed us to create really robust software solutions that are only getting better with more use. This is really exciting for us because it assures we can refine our client's solutions while gathering critical data to assure the software is accomplishing the client's goals. While this is all happening, the hardware keeps improving which excites us as developers because we can really push the tech. So the biggest opportunities and innovations we see are coming from both software and hardware iterations as the industry adoption rate skyrockets.

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

For Look On Media, we really love the making compelling solutions for non-gaming industries that still feel fun. Our challenge as developers is to take material that many view as dry or tedious and package it in engaging VR software that makes people want to use it again and again.

Which companies do you have your eye on for promising technological advancements in 2020?

Clearly we are always watching what the hardware companies are doing and excited about any advancements they can make to streamline the user experience. We also primarily develop in UE4 so seeing Epic make VR specific enhancements to their engine is always great.



Jonathan will be exhibiting at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

User data and analytics that can help us create better solutions while proving the efficacy of the technology. This is why we developed our own proprietary dashboard called NeXR that does just that.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

We've seen huge interest in our utility training solutions because that industry is particularly hazardous and the benefits of VR learning are obvious. Really, any industry in hazardous environments that require very specific training will get the most value out of early XR adoption.

Where do you see XR having the greatest effect on the entertainment industry?

Gaming is going to be critical in getting people used to using the technology and pushing developers to come up with new and creative solutions gameplay. I think we will start to see a lot more robust XR companion pieces to large entertainment franchises.

What key topics are you most interested to find out more about at VRX?

All of them. We're information sponges and love learning new things about our industry.

What aspect of VRX 2019 are you most looking forward to?

We can't wait to meet new people from various different industries, run them through our demos, and talk a whole lot of shop! Looking forward to seeing you all there :)



Hear more from Jonathan and more at:



Conference & Expo

December 12-13, 2019 San Francisco, USA

**Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise**

[Click here for the full list of exhibitors!](#)



Michael Bloor

Co-Founder & CRO, iQ3 Connect

Tell us a little more about your role in the XR industry

Over the past few years there has been a resurgence of interest in deploying XR for business, but XR use has been restricted to a few experts in only the largest companies due to the cost and complexity of XR solution, as the challenge has been how to make XR accessible, scalable, collaborative, and easily integrated into business processes across an organization. iQ3Connect's role is to solve these challenges by bringing the power of multi-user collaborative XR to everyone, by eliminating barriers to usability, accessibility and affordability. iQ3Connect has eliminated those key barriers to adoption by delivering a solution that provides 10X capability at 1/10th the cost, so that any organization, small or large, can leverage the strategic benefits of XR to reduce design cycle time and cost. This is possible because with easy access to usable XR capability they can make more informed decisions earlier in the development process.



In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

The biggest challenge to adoption of XR is the confusion surrounding the capabilities of VR/AR/MR and the subsequent lack of understanding of use cases, business benefits, and concrete ROI that is created by this confusion. The incorrect implementation of any of these applications or the choice of a use case that does not generate a measurable ROI creates the perception that the technology is not mature and reduces interest in XR at the management level. Management believes that integrating into business platforms is mandatory for enterprise adoption and requires solutions that are more than standalone niche applications. In addition there continues to be limitations due to the need for tethered headsets and high-power graphics cards, cost of XR devices, confusion in the boundaries between VR and AR use cases, and the lack of published research on the power of XR to enable decision making.

Where do you see the biggest opportunities and innovations arising?

On the Innovation side, we see the need for improvements in hardware with lighter and untethered devices for improved ergonomics, simplified and reliable hand/body tracking to provide for a more natural user experience, and also new developments in AI/ML to enhance user productivity in XR environments.

With regard to opportunities, we see that Industry 4.0 Digital Transformation will drive the need for better communication of digital content that can only be delivered through immersive technologies. The concept of digital transformation requires that more be done without physical hardware. In order for this to be effective, organizations will need to implement XR at the enterprise level to ensure that everyone has the correct understanding of the design and can communicate changes quickly and efficiently.



Michael will be exhibiting at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

What three things do you think will take the industry onto the next level?

To get to the next level we need:

- Improved headset form factors – make it more comfortable for people to explore in XR
- More stable software platforms – Windows & Web-Browser updates break the links to XR
- Validated ROI studies – Organizations need published results of the ROI in order to justify investment

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

Use case 1 – Training, and specifically, multi-user instructor led training. Training is the single most valuable investment companies can make. There has been substantial investment in VR/AR training environments, but they have not fully delivered on the expectations due to the cost, time, and complexity of developing VR training programs. Additionally, what is missing is the interaction with other students and instructors in real time as this interaction is what provides a more rewarding experience, improved learning and higher retention. Replicating the instructor lead environment within a VR session can provide for better retention of training material while also reducing the cost of training.

Use case 2 – Design review. Today organizations are distributed and rely on a partner network, this leads companies to conduct expensive on site design reviews or ineffective remote reviews. By using multi-user collaborative XR technology, companies would be able to conduct more frequent remote reviews that are even more effective than on site design reviews. By enabling teams to meet virtually as frequently as needed they will solve problems quickly, which means the solution is developed in less time and at lower cost.

Which companies do you have your eye on for promising technological advancements in 2020?

Any company making lighter, untethered devices, reliable hand/body tracking with minimal hardware, AI/ML to enhance user productivity in XR environments.

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

Graphic Card technology – as more powerful graphic cards are developed and reduce in cost, it is likely that even basic computers will have VR capability in a few years. This means that companies will no longer have to invest in VR specific computers to empower their workforce with VR. This will also expand the B-to-C potential as more consumers have VR capability

Affordable, unthrottled 5G – in order to have instant access to complex 3D content from anywhere you need a strong, fast and reliable network. 5G will enable the graphic intense content of XR to be shared to more users in real time.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

- Automotive – have already accepted VR for various use cases, which lowers the barrier to entry for other use cases such as collaborative design reviews. Globally dispersed teams and tightknit collaboration with suppliers and partners makes VR design reviews a necessity to keep pace with shortening development cycle.
- Industrial Machinery – often involve globally dispersed teams and suppliers/customers, whose input is required early in the design process (similar to automotive industry). Product complexity ensures that there is a lot of value to viewing the design in 3D to ensure serviceability/manufacturability, verify assembly procedures and installation at customer sites. These Machines are typically one off designs without prototypes which means that virtual representations are the only way to validate form and function as well as provide valuable training opportunities
- EPC – the interaction of multiple companies/disciplines in a project means that effective communication is paramount. As prototyping (at the proper scale) is nearly non-existent, a virtual representation is the only option to verify design decisions among all stakeholders. Additionally, as the world moves toward a more environmentally conscious outlook, brown field work will become more important, meaning VR will have a big role to play in ensuring proper retrofitting.

What key topics are you most interested to find out more about at VRX?

Hear about real production use cases, production ROI, and adoption metrics.

What aspect of VRX 2019 are you most looking forward to?

Meeting and networking with executives (decision makers) and engineers (users of XR).

iQ3Connect has participated in 4 VRX events and the interaction with other participants and attendees is fantastic. The format provides for exchange of ideas and interactions that help all parties to gain insight and further the advancement of XR in industry. I look forward to continuing my learning process by interacting with people I already know but also from those that I will meet in December.



Hear more from Micahel and more at:



Conference & Expo

December 12-13, 2019 San Francisco, USA

**Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise**

[Click here for the full list of exhibitors!](#)



Lucas Toohey

CEO & Co-Founder, **Observer Analytics**

Tell us a little more about your role in the XR industry

I got into the XR space back in 2015 originally building social multi-player experiences. Our goal was to merge the worlds of 2D content and virtual reality. We were building technology to stream 2D video within social 3D environments for the telecom and gaming industries. Viewers and streamers could watch multiple streams of content simultaneously and the environment around them would change based on the content being streamed.

Through this process, we made friends with many developers in the space and saw the value that our internal analytics could provide to all teams building VR applications. We launched Observer Analytics in late 2018 to provide analytics tools and services to the community of VR developers building trainings and games. We believe it's paramount to iterate based on user behavior in these early days of the industry in order to figure out what works and what doesn't.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

On the consumer side of the market, awareness and retention are difficult. Developers have limited channels to promote VR content and marketing immersive experiences with screenshots and 2D videos don't do the medium justice. Additionally, once they get a user to download their application, there are no good ways to get them to come back for a second session. There is a gap in the market for retaining users in VR.

On the enterprise side, hardware management and scalable content are two challenges for most training experiences. There are many studies being published that highlight the ROI of immersive training, but there are a ton of hurdles to jump over when it comes to scaling these practices across an organization.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

The biggest opportunity for consumer content is adopting the freemium model. There needs to be a better way for developers to make money other than one-time store purchases. For the enterprise, device management and hygiene are problems that need to be solved before we will see adoption accelerate.



Lucas will be speaking at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

For consumer VR, I think the most compelling use-case is social. The community builds a stickiness that is necessary for ecosystems to grow.

For the enterprise, the most compelling use-case is training repeatable tasks/motions. This is applicable to a ton of industries ranging from utility workers to nurses to warehouse employees.

Which companies do you have your eye on for promising technological advancements in 2020?

I think that both Oculus and HTC will continue to launch supporting infrastructure which will allow the consumer and enterprise ecosystems to grow more rapidly. I think they have been working hard this year behind the scenes to build foundational elements that will help developers monetize better and will help enterprise projects scale more efficiently.

If you could name one complementary technology that will help grow the VR & AR/MR industries what would it be?

Analytics! Understanding user behavior and building a feedback loop based around these learnings is critical for content to succeed. With every new technology, there is a steep learning curve before the community is able to rely on key benchmarks and standards that act as a blueprint for development and scaling. Right now we are in the process of establishing these benchmarks so developers can take the guesswork out of development.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

In the short term, I think corporate training will grow quite rapidly. I believe there is a huge ROI for certain industries that were once scared to be early adopters, but the risk is worth the gamble. VR in the workplace can provide so much value to current training practices and I expect adoption to increase in the next eighteen months.

In the long-term, I think the gaming vertical will naturally grow to one day rival the console and mobile app industries. While it will take time, game economics and social capabilities in immersive environments will be far more compelling than the alternative 2D games.

Where do you see XR having the greatest effect on the entertainment industry?

I think that content will become more interactive over time. The next generation will want to be included in the story and have the ability to guide the narrative. These are two elements that VR can offer through avatars and interaction. I also think that VR will be adopted as a tool by filmmakers, simplifying motion capture and shot sequencing as VR tracking becomes more advanced.

What key topics are you most interested to find out more about at VRX?

I'm interested to hear from the earlier movers in the enterprise space who have already adopted VR/AR in the workplace. I'm hoping to learn more about the value the tech is providing, how they are evaluating ROI, and the current roadblocks to scaling.

What aspect of VRX 2019 are you most looking forward to?

I'm most looking forward to networking with the XR community. I believe the community will grow faster if we can work together and build long-term relationships with one another.





Todd Seath

Business Development Regional Manager, IO Industries

Tell us a little more about your role in the XR industry

IO Industries provides high resolution cameras for many different industries including the XR industry. Our most recent camera, VoluCam was inspired by all of our experiences in the XR image capture space providing a cutting edge platform for image acquisition in this space. Our cameras are currently being used by companies such as Microsoft and 8i as well as a number of other companies currently working on many different types of image acquisition and asset creation with the XR space.

In your line of work, what are some of the biggest challenges you're seeing in the adoption and use of VR/AR/MR?

I would say the biggest challenge that we experience is customer knowledge levels. As there are a lot of companies pushing their way into the space, it is hard for customers to know who to go to and what to believe. In order to be successful it is critical that the customer have a very clearly detailed set of objectives and goals and to ensure that they speak with people who are reputable within the industry.

Where do you see the biggest opportunities and innovations arising? What three things do you think will take the industry onto the next level?

We are currently only involved in the image acquisition component of the asset creation portion of the work flow which is really all that we can comment on specifically. Some of the key areas that we feel will elevate our side of the industry are as follows:

1. Ever increasing camera resolutions speeds, etc.
2. Evolution of camera technology to allow for simpler configurations and quicker setup times
3. Consolidation of multiple components (Camera, recording, compression) etc. into a single camera head with a central control point provided over standard network infrastructure



Todd will be exhibiting at the
Conference & Expo
in San Francisco

Check out more info here:
www.vr-intelligence.com/vrx

In your opinion, what are the most compelling use cases for VR and/or AR/MR?

Obviously the entertainment and gaming industries are very compelling but we are also seeing applications in the medical community as well as training and many others.

Which companies do you have your eye on for promising technological advancements in 2020?

There are honestly too many to mention. Obviously Microsoft and 8i are ones that we are closely aligned with but we are also talking with many other companies all over the world who are evolving the industry in many different ways.

In which industry verticals do you see the biggest growth opportunities for XR? Why?

In essence entertainment and gaming are the two biggest which will lead the others. I think training, medical science, R&D, etc. will follow a bit behind but will also see significant growth and advancement

Where do you see XR having the greatest effect on the entertainment industry?

The possibilities are unlimited. We have talked to companies that are planning on recording actors and actresses in a way that will allow their “assets” to be used to give them life in future roles after they have passed on. We have also talked to companies that are looking at ways to broadcast live stage events in places like Las Vegas allowing people to attend live performances from the comfort of their homes.

What key topics are you most interested to find out more about at VRX?

We are really open to hearing about all the developments and how things are evolving. Specifically I would say that our primary interest would be in the image acquisition field but we are also very interested to see what is happening in the image rendering and stitching world as that continues to evolve along with our technology.

What aspect of VRX 2019 are you most looking forward to?

I would have to say that we are most looking forward to the opportunity of presenting to our peers in the hopes that we can provide insight into the world of multi-camera acquisition systems.



Hear more from Todd and more at:



Conference & Expo

December 12-13, 2019 San Francisco, USA

**Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise**

[Click here for the full list of exhibitors!](#)



Conference & Expo

December 12-13, 2019
San Francisco, USA

SAVE
\$300
Register before
October 18

Unleash the Power of XR

Put Customers First to Drive Increased Adoption
Across Consumer Entertainment & Enterprise

REGISTER NOW AT WWW.VR-INTELLIGENCE.COM/VRX >>>

600+
Attendees

80+
Speakers

70%
Decision Makers

50%
End Users

10+
Industry Verticals

A SOLUTION DRIVEN AGENDA DEDICATED TO ENHANCING CONSUMER EXPERIENCE TO DRIVE VR & AR ADOPTION

- **WHO** is leading the charge that you should be partnering with? And what are the secrets of their success?
- **WHAT** are the primary platforms, hardware, software and solutions options that will take immersive tech and content to the next level? And where are the tech gaps?
- **WHERE** are the real consumer and enterprise market opportunities right now? And what's coming round the corner?
- **WHEN** will VR & AR go mainstream? What major successes are we seeing already? And what are the barriers holding back adoption?
- **HOW** are businesses across industry reacting to the shift to immersive tech? What impacts are VR & AR having on day-to-day operations and productivity?
- **WHY** should you be investing? Will early movement pay-off, and what levels of ROI can you expect?

[VIEW THE FULL AGENDA HERE >>>](#)

Global Platinum
Sponsor



Gold
Sponsor **accenture**

Silver
Sponsor **Artec3D**

Bronze
Sponsors



WORLD CLASS SPEAKERS FROM THE MOST POWERFUL COMPANIES ACROSS INDUSTRY, TECH & ENTERTAINMENT



Michael Haddad
Augmented Beauty US Director
L'Oreal

L'ORÉAL
Research & Innovation



Lee Billington
Director of Digital Experience Design
Gensler

Gensler



Raj Pallapothu
mHealth Global Business Lead
Bayer



Shelley Peterson
Principal Investigator – AR & MR
Lockheed Martin



Ted Schilowitz
Futurist in Residence
Paramount



Curtis Hickman
Chief Creative Officer
The VOID



[CHECK OUT THE FULL SPEAKER LINE-UP >>>](#)



Unquestionably the best conference of its kind I've been to. The quality of the presenters, depth of thinking, and real-world experience on hand was exceptional.

Skip D'Amico, Global Manager, Digital Innovation, **Cadillac**



REGISTER TO CONNECT WITH 600+ XR DECISION MAKERS >>>