

Augmented Reality & Virtual Reality

Moving towards the future with AR & VR to enhance your business

20th – 21st February 2019

JW Marriott Hotel, Kuala Lumpur, Malaysia

Major Benefits Of Attending

By end of this course, delegates will be able to:

- **UNDERSTAND** the technology behind Immersive Computing mediums
- **MASTER** the terminology in the industry, what is the difference between AR, VR, MR, XR
- **DEFINING** use cases of AR vs. VR. What are the examples of business uses of AR?
- **APPLY** the basic application of Tablet based AR using Unity or Vuforia
- **UNDERSTAND** how to design and architect an AR solution to a business problem
- **ABLE** to articulate the different technologies and platforms underlying AR and know the advantages and disadvantages of each
- **IDENTIFYING** the different players and plans in the market. Where is AR going and what will it be used for when other industries and technologies get involved?

Why you Should Attend?

This practical two day workshop will bring together delegates who are advancing sensor technologies, computer vision, machine learning, head-mounted displays and our understanding of human vision, and developers who are creating new and novel applications for augmented and mixed reality in retail, education, science and medicine.

Who Should Attend?

C-Level/VPs/Directors/Heads/MDs/Managers

- ✓ Marketing
- ✓ Sales
- ✓ Customer Experience
- ✓ Product Development
- ✓ Digital Strategies
- ✓ Business Development
- ✓ Information Services
- ✓ Digital Content
- ✓ Digital Transformation
- ✓ Customer Insights
- ✓ Consumer Relationship Management
- ✓ Business Solutions
- ✓ Research Engineer
- ✓ Branding
- ✓ Entrepreneurs

From Industries (including and not limited to):

- ✓ Automotive
- ✓ Fast-Moving Consumer Goods
- ✓ Retail
- ✓ Real Estate
- ✓ Hospitality
- ✓ Marketing & Advertising
- ✓ Entertainment (Gaming)
- ✓ Media & Production
- ✓ Construction
- ✓ Education
- ✓ E-Commerce
- ✓ Healthcare

Organized by: _____

