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Augmented Reality Fad or Future?

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Erik Van Vulpen

Erik started his career in Amsterdam in brand and innovation and has spent 10 years in Asia working for Samsung, Heineken and Millicom. Since 2010, he calls Melbourne home and has had 4 years as Consumer Strategy Manager at NBN Co. Erik currently helps companies understand how Augmented Reality can improve their customer experiences for Melbourne's home grown AR start up Plattar.

Erik holds a bachelor in business engineering and masters in communications.

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