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Augmented Reality Fad or Future?

Presented by Erik Van Vulpen

Tuesday, 28th June 2016

Non-members: \$15.00; Financial members: No charge (full discount when logged in).

[1]

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This event is fully booked or has passed.

A recent key note presentation by Google contained some insight into Google's vision on Augmented Reality. Apple, Facebook are likewise investing significant amounts of money in the technology.

However the public have some reasons to be sceptical; Google glasses have been withdrawn, the initial attempts at applying AR - for instance by KIA in their Melbourne Open campaign - weren't delivering on the expectations and at the moment it is Virtual Reality that is rather taking the limelight.

In this presentation Erik will demonstrate what Augmented Reality is, how it works and what the applications are/will be.

Some related videos:

- The Future of AR
<https://www.youtube.com/watch?v=VyBW-eHSfas> [3]
- Platter examples
<https://vimeo.com/131535416> [4]
- WSJ video
https://www.youtube.com/watch?v=DQYzltXeM_8 [5]

Date and Time

Tue, 28 Jun 2016

12:30 - 13:30 AEST

Location

Swanston Academic Building - Building 80, Level 3, Room 15
RMIT University
445 Swanston St
Melbourne VIC 3000
Australia

Presenter(s)

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.

Presentation Media

Event Media:

Source URL: <https://telsoc.org/event/augmented-reality-fad-or-future>
Links

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