

# IMMERSIVE TECH

## AR | VR | MR

See Videos Of CK In Action!



### The Rise—And Coming Reign—Of Immersive Computing

We are at the dawn of a new computing platform: the first ever to be highly visual, deeply experiential, and thoroughly immersive.

Through the new suite of Immersive Technologies, we can digitally enhance the physical world (AR), create awe-inspiring 3D virtual worlds (VR), and combine the best elements of both worlds (MR).

With Augmented Reality (AR), images and info. are digitally superimposed atop the real world to *enhance* our reality. We can learn about the stars above, navigate the subways below, catch Pokemon while at play, and get virtual coupons while at the store. We can even roam the ancient ruins of Rome while simultaneously glimpsing a digital display of the empire in all of its original glory.

Virtual Reality (VR), provides an *alternative* to reality, whereas we can “leap” into virtual worlds. No longer will we just teach students about history, we’ll virtually transport them to The Great Pyramids. Instead of merely reporting the news, journalists will virtually bring readers inside the story to the front lines. And rather than only watching basketball games, fans can virtually enjoy courtside seats.

Through Mixed Reality (MR), we can *combine* elements of both AR and VR to create a fusion of real and virtual elements that users can directly interact with in the physical world, in real time. Thus, instead of computing in cyberspace, we’ll compute in physical space. No longer tied to a myriad of computer, TV, and smartphone screens—our digital displays will follow us. Our 2D Websites can become 3D Worlds. And holograms will turn 180-degree images into 360-degree graphics, business presentations, movies, and more.

In this session, innovation speaker and futurist Christina “CK” Kerley explores the rise of the world’s first immersive computing platform, the myriad opportunities of this new marketing universe—and the imaginative ways that the industries of today are innovating through AR, VR, and MR, so as to become the leaders of tomorrow.



#### In This Session Attendees Learn:

- The key attributes and differences of AR, VR, and MR technologies
- Examples of companies using Immersive Tech to deepen customer experiences, institute new offerings—and revolutionize their businesses
- Key questions and strategies to consider to innovate around Immersive Technologies

Browse All Of CK's 12+ Speech Topics!

Visit: [allthingsCK.com](http://allthingsCK.com)

Read CK's  
Rave Reviews:  
See Page 2

# What Companies Say About CK:

Watch Videos Of CK In Action!



CK changes the energy level of a room...  
and it only gets better as she speaks! 

CK's content, style, passion,  
and performance are bar none! 

By the end of CK's energetic, engaging  
speech, everyone is thinking, "How do  
I make this happen in MY business?" 

CK's insights, incredible energy  
and contagious passion gives  
marketers the guidance they need 

CK's passion and humor is  
beyond compare—she really takes  
innovating your business to heart 

An exceptional speaker, I hung  
on CK's every word as she made  
complex technical concepts  
accessible to everyone! 

With humor and high energy,  
CK easily transfers her passion  
for innovation to her audience 

CK never just "brings it" . . .  
she has a way of bringing it BEYOND!



An engaging speaker who makes  
everyone feel connected,  
inspired and thirsting for more 

Memorable and forward-thinking,  
CK captures the true spirit of innovation   
Association of National Advertisers

A rare presenter that meets  
the needs of those that are new  
to tech and those with experience 

CK's session was in many  
ways a game-changer  
for our future plans   
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted  
presenters I have ever seen 

Incredibly informative  
and entertaining 

CK has a gift ...  
we were all mesmerized! 

A powerhouse of knowledge,  
passion and engaging delivery 



**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

[allthingsCK.com](http://allthingsCK.com)