

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

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and it only gets better as she speaks! 


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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
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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!





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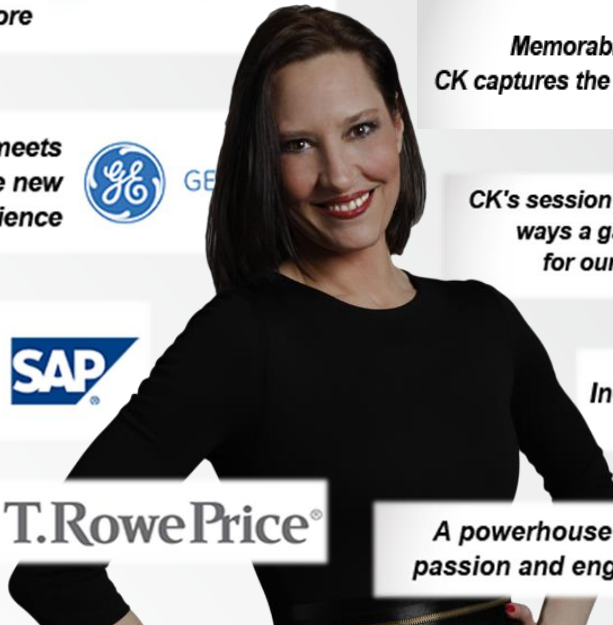
CK's session was in many
ways a game-changer
for our future plans 
DEPARTMENT OF PUBLIC INFORMATION

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

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