

International Conference on “Enabling Industry Towards Smartification and Digitalization with XR Technologies”



**Augmented Reality
(AR)**

**Virtual Reality
(VR)**



**Mixed Reality
(MR)**



Programme Code

10013261-01

Date and Time

17 October 2023

Venue

Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
(Online Broadcast available)



Medium

Cantonese, English (with Simultaneous Cantonese translation) and Putonghua

Enrolment fee

HK\$0 (Original cost HK\$180)

Remarks

Middle to senior level management, such as CEO, CTO, General Managers, Senior Business Executives, Managers, Researchers, Engineers, etc.

Introduction

Extended Reality (XR) is one of the key enabling technologies for smart business. XR is an umbrella term encapsulating Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR) and everything in between. It merges our real and virtual worlds to create new environments and visualizations where physical and digital objects co-exist, interact, and communicate. As part of the technological evolution of how people engage with the digital world in both personal and work lives, people are smashing through the barriers that interfere with their ability to make smart decisions quickly, absorb, retain and process critical information, visualize possible scenarios before acting, or share knowledge and tasks. The trend is ushering in a new world of simulated experiences grounded in the way that business gets done and how customers use products. Most of the people are eager to know what exactly the new technologies are and how they would transform our lives.

This conference will give an overview of the global development of XR technologies, and transferring the latest technologies and knowledge from overseas experts, and also expert knowledge of various latest technologies and their applications, new solutions opportunities