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兀創新科技署 Innovation and Technology Commission

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

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Augmented Reality (AR)	Programme Code	10013261-01
	Date and Time	17 October 2023
Virtual Reality (vR) Image: Constraint of the second s	Venue	Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avanue, 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

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