

Strategic. Transformative. We Are XR.

Since 2016, Greenlight Insights - the global leader in virtual and augmented reality market intelligence - has produced the annual **Virtual Reality Strategy Conference**, as part of **XRSWeek 2018**, the most influential gathering of executives in the virtual and augmented reality industry to facilitate thought-leadership and forge new business relationships.



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THE WORD ON THE STREET



“Speakers sharing real world case studies, problems, and solutions.”



“The most valuable part of the conference was learning accurate data and information from the most prominent companies and leaders in the VR/AR industries.”



“Networking with high-quality, knowledgeable, decision makers.”



“Great partnership opportunities from networking.”



TONS OF LEARNING. TONS OF FUN.

VRS 2018 combines the most pressing strategic topics, research-driven insights, and the industry's top executives and thought-leaders. Hear from business leaders, strategists, and technologists who provide you with actionable advice and help fast track your platform strategies and business opportunities.



BIG PICTURE

UNDERSTAND

Key segments (in-home, location-based entertainment, enterprise), use cases (design, employee training, social, experiential marketing) and emerging technologies.



IMPLICATION

STRATEGIZE

VRS 2018 features highly interactive sessions, moderated executive interviews, and case studies designed to answer the "so what".



SOLUTION

DISCOVER

We curate commercial vendors in our **Solutions Showcase** that features companies offering enterprise HMDs, haptics, authoring tools, VR analytics software, and more.

Fall In Love With The Golden City

San Francisco

Home to a crimson bridge, cable cars, a sparkling bay, and streets lined with elegant Victorian homes—San Francisco is undeniably one of the world's great cities. Extend your trip to explore the stunning sceneries and much more. You're sure fall in love with this Golden City.



Virtual Reality Strategy Conference 2018 is held at **Park Central Hotel**.
[Click here for more venue information or for discounted room rates.](#)



VRS 2018

October 16-17, 2018
San Francisco, CA

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CLIFTON DAWSON
CEO, Greenlight Insights

Greenlight Insights

Clifton Dawson is CEO of Greenlight Insights, the leading market intelligence firm dedicated to the virtual and augmented reality industry. Prior to founding Greenlight Insights in 2015, Clifton was a growth and monetization analyst at Snap, the leading image messaging and multimedia platform.

**SPEAKING
10/16**

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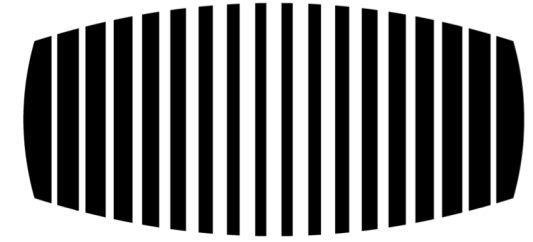
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Bruce Vaughn
CEO, Dreamscape Immersive



DREAMSCAPE
I M M E R S I V E

Bruce Vaughn is the Chief Executive of Dreamscape Immersive. Prior to becoming the CEO of Dreamscape Immersive he was the Chief Creative Executive of Walt Disney Imagineering for The Walt Disney Company. In this role, he lead the integrated creative teams of Walt Disney Imagineering (WDI), Disney's Creative Entertainment (DCE) and WDI Research and Development to drive excellence in product development and innovation.

SPEAKING
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VRS²⁰¹⁸

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JOANNA POPPER

Global Head of VR for Location Based Entertainment, HP



Joanna Popper is a senior media and entertainment marketing executive with 20 years of experience in the US and internationally. Before joining HP, she was the EVP of Media and Marketing at Singularity University, responsible for marketing, media, video production and public relations. Prior to Singularity University, Joanna held leadership roles at NBCUniversal Telemundo (Comcast), DHL Express, McKinsey & Co., and Chase Manhattan Bank.

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PETER RUBIN
Editor, WIRED

WIRED

Peter Rubin oversees WIRED's cultural coverage and is editorial lead on digital platforms. Peter's writing has also appeared in the New York Times, GQ, Rolling Stone, Vibe, Glamour, Details, and many other outlets. His book, *Future Presence: How Virtual Reality is Changing Human Connection, Intimacy, and Limits of Ordinary Life*, is being published in April 2018.R.

SPEAKING
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TONY PARISI

Global Head of VR/AR Brand Solutions, Unity



Tony Parisi joined Unity Technologies in 2016 as Head of AR/VR Strategy. Parisi is considered by many to be one of the early pioneers of VR thanks to his work on Virtual Reality Modeling Language (VRML), a tool for creating 3D environments on the internet, with Mark Pesce back in 1994. Prior to joining Unity, he served Vice President of Platform Products at WEVR.

SPEAKING
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RYAN ANDAL

President and Co-Founder, Secret Location

SECRET LOCATION

Ryan Andal is the President and Co-Founder of the two-time Emmy®, three-time Webby and Cannes Lion Award-winning content studio for emerging platforms, Secret Location, which was acquired by eOne in August 2016. With over 10 years of experience in the digital world, Ryan has been integral in growing Secret Location to one of the most in-demand digital production partners in North America.

SPEAKING
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MARCIE JASTROW
SVP Immersive Media, Technicolor

technicolor



Marcie Jastrow is an industry veteran with over 20 years in the Entertainment business. Marcie is also the head of the Technicolor Experience Center, a space dedicated to bringing partners together across the VR/AR space to ignite powerful stories through creative technology. Prior to joining Technicolor she served as EVP of Sales at Laser Pacific, which Technicolor acquired in 2011, and as SVP of Sales at Modern Video Film for over eight years.

SPEAKING
10/16

YOUR 2018 SPEAKERS



Clifton Dawson
CEO
Greenlight Insights



Roy Ashok
CEO
DAQRI



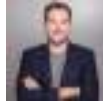
Jennifer Chavarria
Head of Studio
Kite & Lightning



Tony Parisi
Global Head of VR/AR, Brand Solutions
Unity Technologies



Bruce Vaughn
CEO
Dreamscape Immersive



Christopher McKelvy
Partnerships Manager & Head of eSports
Oculus VR



Joanna Popper
Global Head of Virtual Reality, LBE
HP



Ryan Andal
President and Co-Founder
Secret Location



Marcie Jastrow
SVP, Immersive Media
Technicolor



Andy Mathis
Business Development & Partnerships
Oculus VR



Ignacio Rodriguez
CEO
AVR



Peter Rubin
Editor
Wired



Guy Primus
CEO
The VR Company



Michael Ludden
Director of Product
IBM



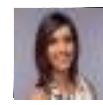
J.C. Kuang
Analyst
Greenlight Insights



Leslie Pirritano
Global Account Manager
AMD



Clemens Kirner
CEO
Insider Navigation



Tricia Lall
Director of Sales
Lampix



Brian Seth Hurst
President
Storytech Immersive



Kent Bye
Host
Voices of VR



Alexis Macklin
Analyst
Greenlight Insights



Cleveland Brown
CEO and Founder
Payscout



Brooks Brown
Former Global Director of VR
Starbreeze Studios



Percy Stocker
President
Ubimax Americas



Kimberly Siva
Founder
Mixspace Technologies



John Canning
Executive Producer
Digital Domain



Lisa Wong
CEO
Binary Bubbles



Jonathan Flesher
Head of Business
Development & Partnerships
Baobab Studios

YOUR 2018 SPEAKERS



Andrew Beall
CEO
WorldViz



Randy Osborn
CEO & Co-Founder
BioflightVR



Amber Osborne
Chief Marketing Officer
Doghead Simulations



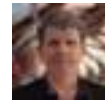
Timothy Brock
Director of Consulting Services
ROI Institute



Jane Fang
Head of MR Academy
Microsoft



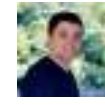
Gary Radburn
Director of Workstation VR/AR
Dell



Ken Maclean
President
Serious Labs Inc.



Jason Welsh
Managing Director
Accenture



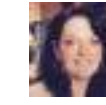
Ben Lang
Executive Director
RoadtoVR



John Cumming
VP of Technology
Secret Location



Veena Somareddy
Co-Founder
Neuro Rehab VR



Jennifer Cook
Head of Production
Dreamscape Immersive

MON

OCT 15

TUES

OCT 16

WED

OCT 17

THURS

OCT 18

Note: All session tracks are currently in development. Specific sessions, panelists, and keynotes will be confirmed in early September.

For the most current schedule, please email analysts@greenlightinsights.com.

XRSWeek 2018 Kickoff *Welcome Reception*

Topic Tags:

All Industry

Virtual Reality Strategy Conference & Solution Expo 2018

Topic Tags:

All Industry

Innovation

Marketing

Enterprise

Media & Entertainment

Expo

Workshop Tracks*:

Building an XR
Center of Excellence

Experiential Enterprise Summit

Topic Tags:

Enterprise

Expo

Session Tracks:

Employee Training

Sales Enablement

Customer
Experience

Retailing

Corporate Finance

Media & Entertainment Summit

Topic Tags:

Media &
Entertainment

Expo

Session Tracks:

Games &
Interactive Media

Location-Based
Entertainment

Sports &
Broadcast Media

Edutainment

Innovation Junto @ XRSWeek *Hosted by Microsoft*

Topic Tags:

Innovation

All Industry

Session Tracks:

Cloud & XR

Blockchain

AI & Computer Vision

SUMMIT 2018 Experiential Enterprise

Wednesday, October 17

The **Experiential Enterprise Summit 2018** is a curated conference program inside the VRS 2018 for professionals in corporate training, sales enablement, customer experience, and marketing & merchandising.

www.vrsconference.com/enterprise

[IME⁸ SUMMIT] 2018

Wednesday, October 17

Immersive, social, and local are converging themes that are driving tectonic shifts in the studio entertainment industry. Hosted by Greenlight Insights, IME provides Media & Entertainment executives with the latest insights they can use to implement successful immersive content strategies..

www.vrsconference.com/ime

2018 Innovation JUNTO

Thursday, October 18

This year **Innovation Junto** will explore a variety of the hottest topics and themes in technology & innovation. This year's **TOP** junto themes include artificial intelligence & computer vision, blockchain, and more!

Hosted by:  Microsoft

www.vrsconference.com/innovation-junto

VRS Conference 2018

Tuesday, October 16

VIP Pass Required	Interactive Workshops
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8:00a - 5:00p	Registration		11:30a - 12:00p		Immersing Out of Home Entertainment: Building New Worlds for Massive IP
8:00a - 8:50a		Data & Donuts with <i>Greenlight Insights</i>	12:00p - 1:30p	Exhibits Open	Networking Lunch
8:50a - 9:00a		Speed Networking	1:30p - 2:00p		Investing in XR in 2019: Where to Place Your Bet
9:00a - 9:05a		Opening Remarks	2:00p - 2:30p		Planning for XR's Future: Improving Hardware for Usability
9:05a - 9:35a		The Current State of VR/AR	2:30p - 3:00p		Immersive Audio for Immersive Technology: The Next Wave of Sound
9:35a - 10:05a		Immersing the Mobile World: The Massive Expansion of Mobile AR	3:00p - 3:30p		Networking Break & Solution Showcase
10:05a - 10:35a		The Rise of VR eSports	3:30p - 5:00p		Creating a VR/AR Center of Excellence inside Your Organization
10:35a - 11:00a		Networking Break	3:30p - 4:00p		AR Smartglasses: Streamlining the Workforce
11:00a - 11:30a	Exhibits Open	Immersing Out of Home Entertainment: Bringing VR to the Masses	4:00p - 4:30p		Keynote: To Be Announced
			4:30p - 5:00p		Keynote: Immense Potential of Immersive

Note: All session tracks are currently in development. Specific sessions, panelists, and keynotes may change.
For the most current schedule, please email analysts@greenlightinsights.com.

VRS Conference 2018

Wednesday, October 17

Track 1	Immersed Media Entertainment
Track 2	Experiential Enterprise
VIP Pass Required	Interactive Workshops

8:00a - 5:00p	Registration	
8:00a - 8:50a	Exhibits Open	Data & Donuts with Greenlight Insights
8:50a - 9:00a		Speed Networking
9:00a - 9:05a		Opening Remarks
9:05a - 9:35a		Opening Remarks
9:10a - 9:25a		The Impact of Immersive Entertainment
9:35a - 10:00a		Enterprise XR and the Knowledge Exchange
9:25a - 10:00a		Frontline First: How Augmented Reality is Transforming the Digital Workplace
10:00a - 10:30a		Location-Based Learning: VR's Role in Education
10:30a - 11:00a		Workers of the World: Bridging Gaps in Global Business Communications
		Networking Break

11:00a - 11:30a	Exhibits Open	Live From VR! How Live Entertainment is Finding a New Platform in VR	XR, Manufacturing, and Logistics, with Ubimax
11:30a - 12:00p		Augmenting the Television: How AR is Transforming Live TV	Do No Harm: How Emergent XR Breaks Into Healthcare
12:00p - 1:30p		Networking Lunch	
1:30p - 1:50p		Measuring the ROI of XR Training and Simulation Programs with ROI Institute	Return on Immersion: Reaping Value From XR
1:50p - 2:20p			Selling the Impossible: Immersive B2B Sales
2:20p - 3:00p			Efficacy of VR, with Serious Labs & FMI Consulting
1:30p - 3:00p		Networking Break	
3:00p - 3:30p		eCommerce and XR: Engaging Customers Through Augmented Commerce	
3:30p - 4:00p		eCommerce and XR: Engaging Customers Through Augmented Commerce	
4:00p - 4:30p		eCommerce and XR: Engaging Customers Through Augmented Commerce	
4:30p - 5:00p		The Eyes Have It: Display Technologies for the Immersive Enterprise	

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Innovation Junto @ XRSWeek

Thursday, October 18

1:00pm-2:00pm	Registration
2:00pm-2:05pm	Opening Remarks
2:05pm-2:45pm	How Deep Neural Nets are Trained and Implemented in MR, Robotics, and More
2:45pm-3:00pm	Networking Break
3:00pm-3:35pm	How Will the Cloud Affect the Future of MR
3:35pm-4:10pm	How Voice Interfaces and Natural Language Processing Enhance and Supplement MR
4:10pm-4:25pm	Networking Break
4:25pm-5:00pm	Benefits of Content Management and Commerce on a Distributed Ledger
5:00pm-6:00pm	All Industry Happy Hour

Note: All session tracks are currently in development. Specific sessions, panelists, and keynotes may change.
For the most current schedule, please email analysts@greenlightinsights.com.

Welcome

VRS 2018

Reception

Dada Bar

65 Post St., San Francisco, CA 94104

MONDAY, OCTOBER 15

6:30PM

*Enjoy cocktails, appetizers and games as you
connect with old and new friends.*



WHO ATTENDS VRS?

538 delegates from 15 countries attended VRS 2017. This year will be even bigger!



VRS 2018
October 16-17, 2018
San Francisco, CA

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ABOUT SPONSORS



Greenlight Insights provides proprietary market intelligence to technology, entertainment, and marketing professionals to help them make strategic business decisions on next-generation digital technologies.



Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation.



Microsoft is a software corporation that develops, manufactures, licenses, supports, and sells a range of software products and services.



Cognitive3D captures human interaction through VR, AR, and MR experiences, enabling real world insights from digital realities.



ASA Digital is a global services firm based in San Francisco, Tokyo and Sendai, Japan. With a staff of 100, ASA Digital provides VR/AR & Web Quality Assurance & Testing, and Development resources for VR/AR content, websites, apps, newsletters and digital campaigns.



Tronxyz develops innovative computer vision technology, AI vision and display application technology in the North America market.



InspireVR provides app development, systems integrator and content provider specializing in R&D, solutions architecture and delivery infrastructure for immersive technologies.



XOLA is an elegant and powerful online booking and distribution system. They help tour and activity providers to reduce costs, grow revenue, and save time.

ABOUT MEDIA PARTNERS



Road to VR

Founded in 2011, Road to VR is the world's largest independent news publication dedicated to the consumer virtual reality industry. The company explores the bleeding edge of virtual reality, augmented reality, and human-computer interaction. Road to VR charts the course between today's immersive technology and that of the distant future, capable of perfect simulations of reality.



YiVian

YiVian is a online news, statistics, and business intelligence portal dedicated to VR/AR industry developments in China



MoguraVR

MoguraVR is the #1 media source for everything VR/AR related in Japan, with various companies such as NHK, Shueisha, and Kadokawa. Founded in 2015, MoguraVR strives to contribute to the healthy development of the VR industry in Japan and world wide.



Digital Entertainment Group

The Digital Entertainment Group is an industry association that advocates and promotes entertainment platforms, products and distribution channels, on behalf of motion picture, music, consumer electronics and technologies companies. Initiatives include Blu-ray Disc, UltraViolet, 4K television, and Digital Data Tracking.



Interested in Sponsoring?

Here's What Makes Us Different...

- **More Buyers Than Sellers.** With limited vendors participation, VRS 2018 makes it easy for you to get business done. It won't feel like a stuffy expo, because it isn't one.
- **To Us, You're VIP.** You get open access to everything, invites to all networking events, and don't forget VRS 2018 is held in the heart of one of the best cities in the world: San Francisco.
- **Targeting Made Easy.** Awesome opportunities to interact with the top people in the industry. Plus you get to widen your connections through the expo and networking sessions.

Chat with Reynaldo

The attendees are engaged, excited and looking to get a leg up on the competition. The energy in the hall is contagious, the connections real, and the opportunities endless.

Looking after the Sponsorship and Exhibition Sales, Reynaldo is here to put together a customized sponsorship package to ensure your product or service reaches the executives you want it to.

Give Reynaldo a call today: +1 415-854-3282

Bring Your Team

Most organizations bring several members of their team or related departments to VRS. There is so much going on each day, it's impossible for one or two people to grasp all the ideas being shared and sessions taking place. Attending the event is a great way to build rapport among leaders, or offer a crash course to someone new to your company.

[REGISTER](#)



FULL PASS

\$695

Two-Day, All-Access Pass to

- VRS Conference 2018
- Experiential Enterprise Summit
 - Immersive Media & Entertainment Summit

XRSWEEK PASS

\$1295

Everything in the Full Pass, **PLUS:**

- Access to Pre-VRS Events
- Access to VIP Lounge
- Summary Report (Value \$250)

GROUP TICKETS

Groups of 3-4

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Groups of 5-7

30% OFF

Current price, per person

Groups of 8+

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