The Future of Augmented and Virtual Reality for Business and Brand Strategy

FEBRUARY 27, 2021
NOON - 1:30 PM
VIA ZOOM

Join us to learn how AR/VR technologies have the potential to have a transformational role in how students learn, how managers make decisions and how consumers interact with products and branded experiences.

While our real world is three-dimensional, our data and information are rendered in two-dimensional formats. Augmented reality (AR) imposes digital data and images on our physical world and has the potential to open up a new dimension of creative insights into how to reimagine brand experiences.

Learn about current companies who have incorporated augmented and virtual reality strategies to enhance the user experience. Given the current context, several sectors including travel, education, healthcare, and sports and entertainment companies could reimagine brand experiences using the power of AR/VR.

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For further information about this or other Marketing club events please contact Katz Marketing Club President Bhavesh Nangia at BHN9@pitt.edu.

For more about the AR/VR initiative, please contact Center for Branding (brandingcenter@pitt.edu), Elizabeth Sismour (esismour@katz.pitt.edu), or Professor Vanitha Swaminathan (vanitha@katz.pitt.edu).
ABOUT THE SPEAKERS

**KAREN ALEXANDER, XR CONNECTED & CHAPTER PRESIDENT, VRARA PITTSBURGH**
Karen Alexander is currently the Director at XRconnectED, an XR Management Consulting company in Pittsburgh, Pa. She is an educator, strategist, community builder, and public speaker committed to equitable access to XR technologies and to fostering creativity and growth.

**JAMES BASNETT, SHAPE IMMERSIVE**
James Basnett is currently the Head of Strategy and Retail for Shape Immersive, where he uses 3D and Augmented Reality to help retailers sell more products. He is also the founder of Answer Intelligence, an AI company focused on using data to build the future of retail, real estate, and healthcare. He is passionate about helping creative people expand their capacity in a technology-driven world.

**ALEN PAUL SILVERRSTIEEN, CEO AND PRESIDENT OF IMAGINEAR**
Alen Paul Silverrstieen is a global entrepreneur who has spent the past two decades focused on building profitable dynamic technology companies as future product leaders in high growth technology markets. He is currently the CEO and President of ImagineAR, a platform that enables businesses to create and implement their own AR campaigns with no programming or technology experience. In this role, he has built partnerships with various companies and organizations (in sports, entertainment and education sectors, among others) including NBA, Basketball Hall of Fame, Broward Education Foundation, Mall of America, Footsteps to Freedom & Black Voice Foundation.