Business Implications of Extended Reality (XR): Harnessing the Value of AR, VR, Metaverse, and More

In Person - Cambridge, MA

Please note, all times listed are Eastern (Boston, MA) Time

Day 1

8:00 AM - 9:00 AM	**Registration & Breakfast**
9:00 AM - 9:15 AM	**Welcome & Introductions**
9:15 AM - 10:45 AM	**Extended Reality (XR) + Physical Reality (PR) = Unified Reality (UR); XR Triple Digital Revolution: 4R Model of Human & Machine Partnership: Meeting the XR Family**
10:45 PM - 11:00 AM	**Break**
11:00 AM - 12:30 PM	**XR 3E Model: Business Implications Case Study Part I**
12:30 PM - 1:30 PM	**Lunch**
1:30 PM - 3:00 PM	**XR 3E Model: Business Implications Case Study Part 2**
3:00 PM - 3:15 PM	**Break**
3:15 PM - 4:45 PM	**DEFF-XR: Digital Exploration of XR as a Forever Frontier XR: The Journey So Far:**
4:45 PM - 5:00 PM	**Where We Have Been & Where We're Heading Day 1 review, closing comments, and enabling tomorrow**
5:00 PM - 6:00 PM	**Reception**

Day 2

8:30 AM - 9:00 AM	**Breakfast**
9:00 AM - 9:15 AM	**Welcome to XR day 2**
9:15 AM - 10:30 AM	**XR: Connecting Physical Places via Digital Space**
10:30 AM - 10:45 AM	**Break**
10:45 PM - 12:00 PM	**Creating your XR Radar**
12:00 PM - 12:15 PM	**Certificate Ceremony**
12:15 PM - 1:00 PM	**Lunch**
1:00 PM - 2:30 PM	**Enabling the future: creating and delivering with XR today**
2:30 PM - 2:45 PM	**Break**
2:45 PM - 3:30 PM	**Creating Responsible XR**
3:30 PM - 4:15 PM	**Leading and Managing with XR**
4:15 PM - 4:45 PM	**Program Review, Feedback, and Adjournment**

Schedule subject to change.