Center for Spatial Business

Fall 2018 Speaker Series

Augmented and Virtual Reality for Immersive Spatial Exploration and Decision-Making in Business

**Eric Wittner and Rex Hansen
Esri**

Thursday November 8, 2018

5:30 p.m. – 7:30 p.m.

University of Redlands Main Campus

Casa Loma Room

Dinner Served at 5:30 p.m. Talk begins at 6:00 p.m.

RSVP **HERE** by November 1st,
as seating is limited.

Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR) represent a new opportunity to deliver unique and innovative experiences to customers for a variety of applications. From virtual training, pocket heads-up display for location-based services, or table top immersive experiences these new technologies touch a broad variety of industries. The talk introduces the concepts and terminology around these technologies, discusses the market potential of these new technologies, and shows example applications and discuss how they are being used now and in the future.

Learn more about the Center for Spatial Business

Website: **www.redlands.edu/csb**   **email:** **csb@redlands.edu**

About the Speakers

Eric Wittner is the CityEngine and Procedural Technology Product Manager at Esri. He works to expand public understanding of how Esri's 3D products can enhance an organization's products and process and help bring them success. In his six years on the 3D software development team, he has gained an intimate understanding of Esri's 3D technology. As a thought leader at Esri, he helps shapes the vision and direction of Esri's software, data models, and solutions development through interaction with customers and the translation of their requirements into useful technology.

Rex Hansen is a Product Manager for the ArcGIS Runtime SDKs at Esri. He has over 25 years of experience in GIS, spatial analytics, and computer mapping. Recently, he has helped guide the development of native solutions and technologies in the GIS industry to use authoritative geospatial data in immersive, mixed reality experiences.