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Phenomena, Canada

Entertainment and the future of virtual reality

We're witnessing the dawn of a new era in media. Soon, virtual/augmented/mixed reality technologies will reshape how we interact with content and each other. Today, however, these emerging technologies are characterized by solitary, in-home experiences for early adopters. To become truly meaningful, VR must get out of the basement and into the streets. In this talk, a pioneer in the field AR & VR will be speaking on Location Based Entertainment and the future of these technologies.

Biography

Awane Jones is a CEO of Phenomena a technology and creativity company that develops Immersive Adventures. He is the President of Zone3 (VR) and the founder of 'Merchlar', a company that pioneered the Augmented Reality (AR) and Virtual Reality (VR) sector in Canada. A Co-Founder and former partner at 5thWall agency and the Montreal Chapter President of the VR/AR Association. He is also a bilingual keynote speaker and has presented at several international conferences including SXSW, C2, G20, Capital Innovation Défi MTL etc. His award-winning agencies have built immersive experiences for a number of high profile global brands such as Universal Pictures & Twitter. Considered a thought leader in the field of AR & VR, he writes a technology blog on Huffington Post.

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