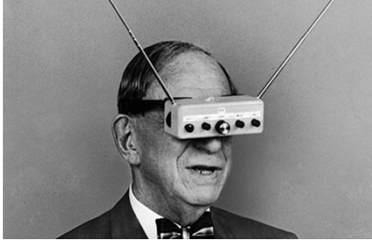


Tech Trends Transforming the Events Industry



Corbin Ball and James Spellos
Course Notes: corbinball.com/assets/trends-mpincc.pdf
Twitter: #MPINCCACE @corbinball @jspellos

The next disruptive technologies:



beacon
technologies



Augmented Reality

A view of a real world supplemented by computer generated sensory input (sound, video, graphics, GPS data)



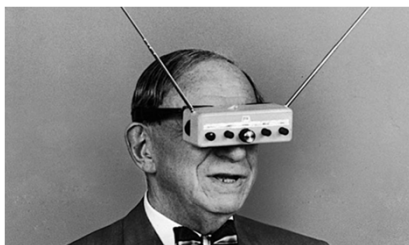
Augmented Reality

Google Glass
Oculus Rift
HoloLens
EventPilot AR
Layar



Wearable Computing

Miniature electronic devices worn under, with or on top of clothing.



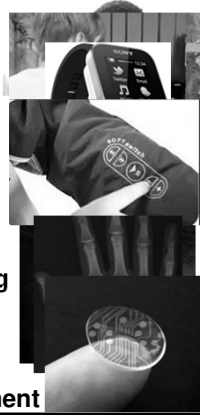
WHAT ARE WEARABLES?

- EYE WEAR
- SMART CLOTHING (E-TEXTILES)
- BRAIN SENSORS
- WATCHES & WRIST
- JEWELRY
- EARBUDS & HEADPHONES
- BIOMETRIC DEVICES
- IMPLANTS & SMART TATTOOS



Wearable Computing

Google Glass
NFC rings
Smart bracelets / watches
Smart clothing
Smart earbuds
Implantable chips????
Teleprompter
Face-recognition/networking
CEU tracking
Access control
Note taking
Crowd flow – crowd excitement



Wearables:

Lightwave Biometric Wristband
Cicret.com

iBeacon



- Low-power Bluetooth technology (BLE)
- Battery life: one year or more
- Low cost: US\$10/beacon
- Tunable: 1-50 meter range
- Apple and Android
- en.wikipedia.org/wiki/iBeacon

USE IBEACON IN DIFFERENT WAYS

1. Push Important Messages
2. Solicit Feedback
3. Promote Exhibitors or Sponsors
4. Encourage Action



iBeacon for Events & Exhibitions

- Scavenger hunts and gamification
- Wayfinding – map location services
- Lead exchange/tracking
- Exhibit booth dwell times
- Automated check-in – badge printing
- Welcome and alert notifications
- Social media networking
- CEU tracking
- Automated demos/videos
- Ticketing/access control

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