



iOS Immersive Marketing with Augmented and Virtual Reality

Workshop

Learn how to develop and deploy immersive augmented and virtual reality content to your customers, and how to use iOS and macOS hardware to analyze, visualize and apply the resulting customer data to better understand your customers, improve customer satisfaction and increase your bottom line.



Successful businesses know the importance of understanding their customers. However, collecting and analyzing useful customer data can be confusing, time consuming, and very costly. Join us at our office in Times Square Causeway Bay to learn how to create and deploy immersive augmented and virtual reality content which your customers will love to use, and then how you can use powerful iOS and macOS hardware to collect, analyze, and apply the resulting data to better understand your customers, improve customer satisfaction, and increase your bottom line. [Register now](#) for this free workshop, as space is limited.

Workshop Agenda

2:00pm - 2:15pm

Arrival and Registration

2:15pm - 2:45pm

Introduction and iOS / macOS in Business Presentation (Presented by Apple Hong Kong)

2:45pm - 3:15pm

Introduction to Immersive Marketing Concepts with iOS devices (Presented by Biscovey)

3:15pm - 4:00pm

Hands-on Immersive Content Filming Activity

4:00pm - 4:30pm

Immersive Video Preparation Workshop (presented by Biscovey)

4:30pm - 5:00pm

Website Design Workshop Using Immersive Content (presented by Biscovey)

5:00pm - 5:30pm

Spatial Analytics with OS X Workshop (presented by Biscovey)

5:30pm - 6:00pm

Immersive Marketing Case Studies

Where and when

Date

Thursday, October 27, 2016
2:00pm - 6:00pm

Location

Apple Asia Limited
2401-7, Tower One
Times Square Causeway Bay
Hong Kong

[Register now](#). Seating is limited and by invitation only. Preregistration is required and is at no cost.