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Higher Content & Inspiration



# HELEN PAPAGIANNIS

World-Leading Expert on Augmented Reality; Bestselling author of 'Augmented Human'

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- Globally recognized authority on immersive technologies and spatial computing
- Papagiannis offers a fascinating and cutting-edge look at our virtual future and how today's business leaders can prepare for the many "realities" ahead
- Founder of XR GOES POP, a consulting firm focused on AR, XR, and immersive technologies across retail and popular culture
- She is also a member of The World Economic Forum's invite-only Global Future Council on Augmented and Virtual Reality, and a Metaverse Initiative Partner
- Former Chief Innovation Officer at Infinity Augmented Reality Inc. (acquired by Alibaba)
- Her TEDx talk was named one of the top 10 on augmented reality and gamified life

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A pioneer in the world of augmented reality, Dr. Helen Papagiannis is a globally recognized authority on immersive technologies and spatial computing. She has dedicated nearly two decades of her life towards this ever-evolving technology, exploring its potential to expand human intelligence and amplify human possibility. With great gusto, Papagiannis offers a fascinating and cutting-edge look at our virtual future and how today's business leaders can prepare for the many "realities" ahead.

The bestselling author of Augmented Human: How Technology is Shaping the New Reality, Papagiannis is the founder of XR GOES POP, a consulting firm focused on AR, XR, and immersive technologies across retail and popular culture. She is also a member of The World Economic Forum's invite-only Global Future Council on Augmented and Virtual Reality, and a Metaverse Initiative Partner.

Prior to this, Papagiannis was the Chief Innovation Officer at Infinity Augmented Reality Inc. (acquired by Alibaba) and a senior research associate at York University's Augmented Reality Lab. She also worked for the internationally acclaimed Bruce Mau Design studio, where she was the project lead on "Massive Change: The Future of Global Design". This 20,000 square foot touring exhibition and bestselling book examined the inventions and technologies reshaping our world.

With clients such as Louis Vuitton and Adobe, and features in The New York Times, WIRED, and Harvard Business Review, Papagiannis has presented at such renowned events as TEDx, SXSW, ISMAR (International Society for Mixed and Augmented Reality), AWE (Aug-mented World Expo), and ISEA (International Symposium for Electronic Art). Her TEDx talk was named one of the top 10 on augmented reality and gamified life.

## TEMAS

Dr. Helen Papagiannis tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Immersive Technologies

- Spatial Computing
- Augmented Reality (AR)
- New Technological Era
- Gamification
- Extended Reality - Virtual Reality
- Machine Learning

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## PROGRAMAS

**Augmented Human: How Technology Is Shaping the New Reality**

Our digital future is no longer a distant promise, but a rapidly growing industry with real-world clout. Consider Apple unveiling their much-anticipated Augmented Reality (AR) Vision Pro headset that seamlessly blends digital content with the physical world — it's introducing a whole new era of computing.

In this truly cutting-edge talk, Dr. Helen Papagiannis helps us understand the significance of AR and how it is further being organically integrated into our everyday lives. What opportuni-ties does this seismic shift present for business, design, and culture? How can we contribute to and help define this new technological era? And how will it forever change the way we live, work, and play? With great gusto and up-to-the-minute examples, Papagiannis leads us head-on into our virtual future.

**XR Goes Pop: Understanding the Future Across Multiple Realities**

We live in a world of multiple realities — augmented reality, virtual reality, and virtual beings powered by artificial intelligence. From this evolution emerges the growing discipline of XR, extended reality, where we'll find ourselves moving across and between realities on a soon-to-be daily basis.

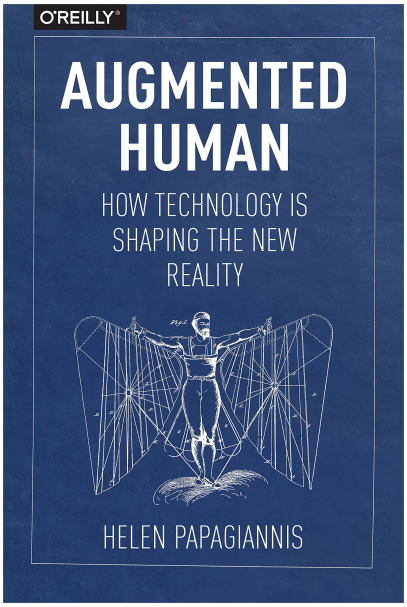
This presentation offers a fascinating and cutting-edge look at the way these cross-realities are permeating contemporary culture, from high to low to pop (and everything in between). In her trademark nimble speaking style, Dr. Helen Papagiannis documents how these exten-sions of reality are informing and advancing culture though art, fashion, music, games, and celebrity.

Don’t think that this is simply about art and entertainment. Rather, as Papagiannis articulates, popular culture is a mirror into which we can track trends related to commerce and the world at large. What does XR mean to you and your business? Papagiannis will ask you all the right questions, helping you discern the realities you should be preparing to explore.

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## PUBLICACIONES

### Libros




AUGMENTED HUMAN

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## CONDICIONES

- **Travels from:** USA
- **Fee Range:** Please Inquire

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