Augmented and Virtual Reality (AR/VR)

The AR/VR program is designed to facilitate understanding of key industry terms and trends, their impact on your business and new opportunities for growth.

DATE
October 19-20, 2017

LOCATION
UC Berkeley Campus

PROFILE
C-Suite Executives
Innovation Thought Leaders
Entrepreneurs

LECTURERS
Allen Yang, Ph.D
Lee Fleming, Ph.D

FEES
$3500

REGISTER
exec-ed.berkeley.edu

WHAT IS AR/VR?

Through a combination of hardware and software, AR and VR turn sensing, computation and control into an immersive, interactive, three-dimensional experience. AR users wear a headset, but retain some visibility. Software is constantly mapping a user's surroundings with efficient localization functions and then overlaying digital images and interfaces onto actual physical surroundings.

WHO SHOULD ATTEND

Whether you are an independent entrepreneur or a leader in a large corporate environment, we'll help you discover how to take advantage of this technology trend and build concrete "next steps" for your business development strategy toolbox.

PROGRAM TOPICS:

- Who will win the platform race?
- How to start-up as a content producer
- Research Trends impacting short and long term opportunities
- Design thinking and human-centered design processes
- The ability to identify and break through barriers to innovation and gain support for new ideas
- Guided project work for application to your business

OVERVIEW AND BENEFITS

The Augmented and Virtual Reality (AR/VR) program is designed to facilitate understanding and familiarity of key industry terms and trends, address how these trends can impact

your business and explore opportunities for new products, services or ventures for your business.

In this program you will learn about platform competition and who will dominate in the augmented and virtual reality markets, and understand where Silicon Valley start-ups and major US and international companies are focusing their attention. You will learn strategies you can adopt to take advantage of these opportunities, which platform is best for you and how you can build a loyal customer base. Through a mentored project, you will create and build a plan to enter this new market.

LEAD FACULTY

Allen Yang, Ph.D.

Dr. Allen Y. Yang is Chief scientist for the Fung Institute, Executive Director of the College's Center for Augmented Cognition and the lead researcher in augmented and virtual reality. He is a Principal Investigator at UC Berkeley.

Engineering development for the technology executive of the future

Augmented and Virtual Reality (AR/VR)

ADDITIONAL FACULTY

Lee Fleming, Ph.D.

Professor and Faculty Director of the Coleman Fung Institute of Engineering Leadership, UC Berkeley College of Engineering; engineering leadership & capstones.

"This is an extraordinary time to be an engineer. Technology is evolving rapidly and has enormous power to shape how we live. But in order to realize the best economic and societal possibilities of technology, it is critical that engineering professionals have the knowledge and tools to lead the way."

**Shankar Sastry
Dean, College of Engineering**

WHAT PARTICIPANTS SAY ABOUT OUR PROGRAMS

"Guest speakers are amazing! These guys have been there, done that. They have gone around, pitched their ideas successfully, sold their companies. I think this is a real-life lesson: this is not coming from a book."

"For me, the strategy portion is probably the most important. You've got very valid frameworks. This is the way to look at your markets, competition, value chain. Knowing that strategy helps to shape my judgment, increase my confidence and influence my decisions."

"Taking me out of my comfort zone and applying some of these principles to a new area outside my domain expertise is very useful."

OTHER PROGRAMS OFFERED

Disruptive Technologies

- Design Innovation for the Internet of Things
- Industry Applications for the Internet of Things

Technology Leadership

- Positive Leadership and Innovation
- Global Technology Leaders Program
- Engineering Leadership Professional Program
- Silicon Valley Innovation Leadership Week
- Lean Construction Principles

Joint Certificate Program with the UC Berkeley Executive Education at the Haas School of Business

- Disruptive Technology and Commercialization

Custom Programs

TAKING LEADERS TO THE NEXT LEVEL

UC Berkeley Engineering Executive & Professional Education prepares engineering and technical professionals for leadership roles by cultivating expertise and skills in technology and leadership.

THE UC BERKELEY ENGINEERING DISTINCTION

Recognized as one of the world's top three engineering schools, we understand engineers and what they face as they move into leadership roles in global environments. We bring the perspective of a faculty of thought leaders - engineers who are creating tomorrow's knowledge today - who have real-world industrial experience as entrepreneurs, heads of Research and Development, and consultants to industry.

All of our programs incorporate these strengths as the basis of design and delivery so that our program graduates are well-versed in how to fill global engineering roles. We recognize the tremendous strengths and skills that engineers and scientists have developed through their education and experience. Engineers are adept at mastering complex systems and making decisions in the most challenging technological situations. We teach them how to apply these skills to global business and organizational situations and challenges.

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