

AUSTRALIAN AG
**IMMERSIVE
TECHNOLOGY
CONFERENCE**
2019

HOLD THE DATE!

MELBOURNE EXHIBITION & CONVENTION CENTRE

WEDNESDAY 10 – THURSDAY 11 JULY 2019



REGISTER NOW

TRADE STAND ENQUIRIES

Augmented and virtual reality (mixed reality) is predicted to be the next disruptive technology and will be as common as smartphones in 5-10 years. Although the agriculture sector is lagging with the deployment of this technology, it can look towards other sectors that have currently implemented this evolving technology and learn from what they have planned for the future.

To understand the potential of mixed reality systems to Australia's agriculture supply chains (production systems, processing facilities, value adders and retailers), a group of Australian Research and Development Corporations (RDCs) are delivering a two day mixed reality conference and trade show. The program will enable solution providers to demonstrate what is possible today and what might be possible in the future. Along with the presentations, attendees can immerse themselves in available technology at the trade show and have input into the application of mixed reality systems for each of Australia's Ag. sectors.

WHO SHOULD ATTEND/PARTICIPATE

- **End users**
- **Hardware providers**
- **Developers and integrators**
- **Universities and students**

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The conference will consist of presentations that will demonstrate end-use applications of various mixed reality deployments from both agriculture and non-agriculture applications under the following six themes:

- **Theme 1 – Marketing and consumer messaging**
- **Theme 2 – Engaging with consumers at retail (making choices easier)**
- **Theme 3 – Education and training**
- **Theme 4 – Manufacturing operations (and auditing)**
- **Theme 5 – Maintenance and safety**
- **Theme 6 – On-farm (operations)**



TRADESHOW

Mixed reality is an offering that can only be truly understood by immersing yourself in the technology. A mixed reality tradeshow will be held within the same venue as the conference to enable attendees to hear about and then experience the potential of mixed reality to your business.

DEVELOPING END-USE APPLICATIONS

Australian agriculture supply chains (production systems, processing facilities, value adders and retailers) are endeavouring to use data and deployment/adoption of sensors and are lagging behind the US and other nations leading to a productivity gap. RDC's will invest in developing the value proposition of real time information systems specific to their industries, surveying industry stakeholders and performing detailed economic and ROI analyses to identify the best opportunities to implement this technology. Based on the results of these analyses off the shelf technology will be deployed or prototypes developed and adoption activities undertaken.



WE LOOK FORWARD TO SEEING YOU THERE!

Kelly Hawley
Innovations and Events Coordinator
khawley@mia.com.au

Meat & Livestock Australia
Level 1, 40 Mount Street, North Sydney NSW 2060