

AUGMENTED REALITY

VS

VIRTUAL REALITY

Increasing attendee engagement and creating unique experiences is a constant battle, where event technology can make a real difference.

Which one would you choose: **Augmented** or **Virtual** reality?



What is AR?

The blending of real life and virtual environment, which enables interaction with virtual content in the real world.

AR in events

AR allows event professionals to enhance the experience with the incorporation of digital creations.

Benefit

Allows users/attendees to multitask and engage better with the event proceedings, while creating a more custom experience.

What is VR?

A designed, fabricated digital world where users 'move away' from reality and can only interact with virtual content.

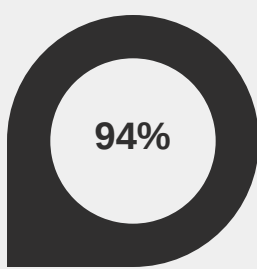
VR in events

VR allows participants who can't physically attend, to connect remotely and 'live' the experience.

Benefit

Can significantly increase event participation and is already considered a valuable tool towards revolutionising meetings & events.

The event technology landscape



94%

of event professionals use event technology to boost engagement

Source: EventManagerBlog



200 million

VR headsets could be sold by 2020

Source: Fortune



\$108 billion

market worth for AR/VR technology by 2021

Source: TechCrunch

Our digital capabilities

At MCI, we harness the power of digital tools in order to help companies and associations activate and engage their target audiences. Visit our website to get more valuable insights on how to create immersive experiences, leverage event technologies and engage with your audiences through virtual or hybrid events [here](#).

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