

Tuesday October 15 Pre-Conference	3:00 p.m.	Early Registration Opens
	6:30 p.m.	xRS Week 2019 Kickoff & Welcome Reception

Wednesday October 16 xR Technology & Strategy Conference	7:30 a.m.	Registration Opens
	8:00 a.m.	Data, Donuts & Networking
	9:00 a.m.	Greenlight Insights Keynote: Rethinking Transformation in the Age of Immersive
	9:30 a.m.	Networking Break
	10:00 a.m.	Fact or Fiction: Assessing Augmented Reality as a Transformation Technology
	11:00 a.m.	Research Highlights: Disruptive Themes You Might Not See Coming
	11:30 p.m.	Identifying the Next Mega Market Opportunities for VR & AR
	12:00 p.m.	Attendee Lunch in the Solution Showcase
	1:15 p.m.	xR Applications: Unlocking the Next Business Multiplier for Industrial Enterprises
	2:00 p.m.	Improving Decision-Making in Virtual Environments
	2:45 p.m.	Networking Break
	3:15 p.m.	Experiential Marketing 2.0: Staying Ahead of the Curve with VR & AR
	4:00 p.m.	Interactive, Personalized & Immersive: A Fork in the Road for Entertainment Companies
4:30 p.m.	Closing Keynote	
5:00 p.m.	Greenlight Insights 2019 Innovation Awards	
5:30 p.m.	Hosted Reception with Special Musical Performance	

Thursday October 17 Experiential Enterprise, Immersive Healthcare, Immersive Media & Entertainment	7:30 a.m.	Registration Opens		
	TRACKS	Experiential Enterprise	Immersive Healthcare	Immersive Media & Entertainment
	9:00 a.m.	Enterprise Transformation 2.0		Guest Keynote
	9:30 a.m.	Virtual Reality Form Factors for the Future of Work		How Entertainment Companies are Making The Case for Immersion
	10:00 a.m.	Networking Break		
	10:30 a.m.	Augmented Reality Form Factors for the Future of Work	Solution Showcase Presentations	Dissecting the Real Opportunities for AR in the Entertainment Industry
	11:15 p.m.	Putting Workers First: State of the Market for Augmented Reality as a Service Solution		Preparing for the Next Reality in Social: How AR is Changing How We Communicate
	12:00 p.m.	Attendee Lunch in the Solution Showcase		
	1:30 p.m.	Case Study: Improving the Odds of AR Deployment Success	Guest Keynote	Ask the Operators: Critical Factors for xR in Location-Based Entertainment
	2:15 p.m.	The Soft Sell: xR Enhancing Retail Experiences	Assessing Applications of VR & AR Within Healthcare Operations	Ask the Studio: Keys to Success for xR in LBE
	3:00 p.m.	Disruptive Design: Leveraging xR for Architecture, Engineering, and Construction	Enabling Better Patient Outcomes with Immersive Technologies	Greenlight Insights Research Highlights
	3:45 p.m.	Networking Break		
	4:15 p.m.	Connected Workers and The Knowledge Repository	Introducing a Framework for Action	xR 2024: Building Your Five-Year Media & Entertainment Strategy
5:00 p.m.	Happy Hour in the Solution Showcase			

Friday October 18 Innovation J unto	1:00 p.m.	Registration Opens
	2:00 p.m.	Greenlight Insights Welcome
	2:15 p.m.	The Body Problem: Rethinking Ethics in xR
	2:45 p.m.	Networking Break
	3:00 p.m.	Crossing the Bridge: Neural Interfaces for xR
	3:30 p.m.	True To Light: Exploring Light Field Displays for xR
	4:00 p.m.	Networking Break
4:30 p.m.	The Bleeding Edge: The Impact of Intelligent Edge Computing on xR	
5:00 p.m.	Closing Happy Hour	