

For Immediate Release: August 9, 2019

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Microsoft, Sixense, Accenture, HP, Pico and More Join VR/AR Innovators for Solutions Showcase at xRS Week 2019

At xRS Week 2019, October 16-18 in San Francisco, top solution providers, investors, and enterprise users of xR technologies will share winning strategies and technology breakthroughs.

San Francisco, August 9, 2019 — As the only xR (virtual and augmented reality) conference devoted to providing C-level executive with the information they need, xRS Week will this year offer an expanded Solutions Showcase. The Solutions Showcase will enable the hundreds of business leaders attending xRS Week the opportunity to experience the technologies and solutions that will be adopted in the near future. xR technology is making its way into enterprises as diverse as healthcare, entertainment, defense, and retailing, and is valued at more than \$11 billion in 2019.

Headlining the Solutions Showcase this year are industry leaders Microsoft, Accenture, HP, and Sixense. They will be joined by Varjo, Pico, Blend Media, Varwin, and other top companies. (Not all companies are confirmed at press time.)

The Solutions Showcase is both a demo center and a meeting spot, where xRS Week attendees will see the latest in head-mounted displays, development tools, and applications. The Showcase is designed to facilitate engagement with solutions providers to discuss specific challenges. As part of xRS Week's mandate to enable high-level conversations, this is a location where deals and relationships will be forged over coffee.

"Sixense's mission is to provide immersive products that improve lives. xRS gives us the ability to share our strategies and beliefs while listening and learning from other decision makers," said Amir Rubin, CEO, Sixense. "xRS Week 2019 is an important event for us as it brings together C-level executives in an environment that fosters open sharing and discussion of the future trends that will shape our world."

"We are excited to welcome Sixense to the growing line-up of thought leaders featured at xRS Week 2019," says Clifton Dawson, CEO of Greenlight Insights. "xR is a critical, and rapidly growing technology in diverse enterprises from entertainment to workforce training. We have assembled a world-class roster of speakers and sponsors in a robust program that business leaders will find extremely valuable as they develop their strategies and roadmaps for 2020 and beyond."

In addition to the Solutions Showcase, xRS Week will present four focused tracks covering VR/AR strategies and applications: the Experiential Enterprise, Immersive Media and Entertainment, the Innovation Junto, an open innovation forum for disruptive, leading-edge technologies, and new this year, the Immersive Healthcare Symposium. In addition, Greenlight Insights will recognize this year's top innovators in xR with the presentation of the prestigious [Greenlight Insights Innovation Awards](#) for virtual and augmented reality excellence. Nominations for the Greenlight Insights Innovation Awards are being accepted through August 31 via an online [entry form](#).

xRS Week 2019 will be held at the beautiful Hotel Kabuki in San Francisco, CA. The conference will host 500 international business leaders for presentations, demonstrations, and evening events. There are still a few presentation, sponsorship and exhibit opportunities available for xRS Week 2019. Contact Greenlight Insights at 415-854-3282, hello@xrsweek.com, or visit xrsweek.com for more information.

About Greenlight Insights

Greenlight Insights, the leading research company focusing on virtual and augmented reality (together referred to as xR), provides proprietary market research, consulting, and events. Greenlight Insights delivers critical strategic insights to the world's leading technology companies, publishers, service providers, institutional investors, and government entities.

Based in San Francisco, with offices in Boston and Denver, Greenlight Insights comprises a diverse team of highly-skilled industry professionals who offer deep expertise in virtual and augmented reality. For more information, visit greenlightinsights.com.