



VR17

VIRTUAL REALITY OBSERVATORY

Málaga, July 19 & 20, 2017

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**WHAT'S REAL
AND WHAT'S VIRTUAL
IN VIRTUAL REALITY?**



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WHAT'S THIS OBSERVATORY ABOUT?

The VR/ AR OBSERVATORY aims to offer an **overview of the current and future state of Virtual Reality and Augmented Reality**, Video Games, the supply of glasses, cameras and video game consoles, education, platforms, content and eSports, among others.





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WHO WILL ATTEND?

The Observatory will gather **VR / AR experts, AV producers, ICT professionals, multinational managers, 360 entrepreneurs, students and trainers** from all sectors involved in the Virtual Reality and Augmented Reality industry.





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IN MÁLAGA NEXT TO THE BEACH

The OBSERVATORY will be based in the **Polo of Digital Contents**, close to the beach.



JULY 19 & 20
IN COSTA DEL SOL



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POWERED BY POLO OF DIGITAL CONTENTS

Polo of Digital Contents is the promoter of the first VR Observatory. Its objective is to place Malaga as the technological center of Southern Europe and bring together the big technology companies in this professional event to offer a global vision of this technology.





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A DYNAMIC AGENDA:

- Demos
- Conferences
- Experiencies
- Networking
 - B2B





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Parallel activities will be developed in several SPACES during 2 days (Wednesday 19th and Thursday 20th July):

- **DEMO AREA:** Area for exhibitors where there will be Tours and demonstrations of VR products (glasses, cameras, video game consoles, etc.) located in the Ground Floor of the Polo of Digital Contents. Wide access to this area that will be open from 9:00 a.m. to 8:00 p.m.
- **CONFERENCE ROOMS:** Rooms with capacity for 60-100 people where the speakers / representatives of the sponsoring brands can present their reports, news, etc. during 20' each.
- **AUDITORIUM:** Room with capacity for 185 attendees with exclusive access to attendees with a "Conference Pass" where the VIP speakers will make their Keynotes and conferences on Thursday, July 20.

An AGENDA will be set up in which the Conferences and Keynotes will be announced. In addition, during the two days there will be Networking Coffee Breaks and a Light Lunch (14:00-16:00) each day. There will also be Cocktails at night to continue with the Networking (invitation required).



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The possibilities of access to the conferences are very varied and respond to the following categories:

PREMIUM Registration (200€)

2 DAYS:

- ✓ Access to all conferences (including Auditorium)
- ✓ Access to Demo Tour at the scheduled time (from 9:00 a.m. to 11:00 p.m.)
- ✓ Access to the Demo Area (from 9:00 a.m. to 8:00 p.m.)

BASIC Registration (100€)

2 DAYS:

- ✓ Access to all conferences (except the Auditorium)
- ✓ Access to Demo Tour at the scheduled time (from 9:00 a.m. to 11:00 p.m.)
- ✓ Access to the Demo Area (from 9:00 a.m. to 8:00 p.m.)

*DISCOUNT CODES AVAILABLE FOR: AV PRODUCERS; ICT PROFESSIONALS; PROFESSIONALS OF CULTURAL ACTIVITIES; ENTREPRENEURS; STUDENTS; TEACHERS; GROUPS



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HOW TO GAIN VISIBILITY IN THE OBSERVATORY?

There are different sponsorship options that include, in addition to brand visibility, exclusive conferences, product demonstrations, etc. To get an **active presence and leadership in this professional event.**



SPONSOR



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Dates:

Wednesday 19th & Thursday 20th
July 2017

Location:

Polo de Contenidos Digitales
Avda. Sor Teresa Prat, nº15
29003 Málaga

**LIVE A 360° EXPERIENCE
NEXT TO THE SEA**





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Contact



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