

Event Details

ITB Virtual Reality Lab Day 1

Date	Time	Location
March 4, 2020	10:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications in the tourism and marketing segment. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

Tags

[Virtual Augmented Reality Trends](#) [Digitalization](#) [Education](#)

Events

12:00 - 12:45

VR Trends In Tourism - Status Quo, Outlook & Opening Of The VR Lab

Session in German only!

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismus Zukunft, Reisebüro Faber

Tags

[Virtual Augmented Reality Trends](#) [Digitalization](#) [Marketing](#)

13:00 - 13:45

Holiday in the Matrix? How AR & VR are revolutionising travel.

Session in German only!

Speaker:

[Thomas Hoger](#), 3spin

Tags

[Virtual Augmented Reality Trends](#) [Digitalization](#) [Technology](#)

14:00 - 14:45

Online Instead Of Offline: Innovative Training Solutions Through Virtual Realities

Session in German only!

Speaker:



Kurzfristige Änderungen vorbehalten.

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION

[Yvonne Pauly](#), Leiterin Hotelmanagement-Akademie, Gastronomisches Bildungszentrum Koblenz e.V.

Tags

[Virtual Augmented Reality](#) [Trends](#) [Digitalization](#) [Education](#) [Hospitality](#) [Sustainability](#)

15:00 - 15:45

The Future of Travel Media Consumption

- Why and how Virtual Reality will be the future of travel media consumption.
- The fundamental goals of travel media
- What does VR make better than any form of media in human history?
- Why VR will be the centre of digital media.

Speaker:

[Josh Ellison](#), Co-founder, Jump To

Tags

[Virtual Augmented Reality](#) [Trends](#) [Digitalization](#)

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IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.