

Innomatik hosts another B-IT Lab Afterhours: AR, VR and Metaverse – more than just buzzwords?

An AI consulting firm is hosting the free event B-IT Lab Afterhours on November 15 at 5 p.m. at Berliner Ring 103, in 64625 Bensheim, Germany. This edition of the event is dedicated to the topics of Augmented Reality (AR), Virtual Reality (VR) and the Metaverse. The goal is to explore the actual value of these technologies for companies beyond marketing buzzwords. Attendees will have the opportunity to test the latest AR, VR and Metaverse technologies for themselves.



Bensheim, Germany, October 25, 2023 – The German AI consulting firm Innomatik invites you to an exciting edition of B-IT Lab Afterhours on November 15 at 5 p.m. at Berliner Ring 103, in 64625 Bensheim, Germany, dedicated entirely to the compelling topic of Augmented Reality (AR), Virtual Reality (VR) and the Metaverse. The event promises to uncover the reality behind these buzzwords and shed light on whether they actually add real value to businesses.

The rapid development of Artificial Intelligence (AI) has pushed AR, VR and the Metaverse into the background in recent months. Yet these technologies also play a crucial role in the digitization of companies. Innomatik will take a closer look at these technologies to uncover what they're capable of today.

The event offers impressive examples and use cases from various industries that illustrate the economic benefits AR, VR and the Metaverse have for companies. At the same time, examples that are more likely to be found in the "wishful thinking" category of marketing will

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also be discussed. Our experts will be on hand to answer all your application-specific questions and provide in-depth insights.

B-IT Lab Afterhours also offers attendees the unique opportunity to test the latest AR, VR and Metaverse technologies for themselves to experience their potential first-hand.

Participation is free of charge. For more information on the event and to register, visit <https://www.innomatik.com/en/b-it-lab-afterhours-november/>.

About Innomatik

Innomatik, headquartered in Bensheim, Germany, is a prominent company specializing in digital transformation. Leveraging its profound knowledge and diverse expertise in cutting-edge technologies like virtual reality (VR), augmented reality (AR), robotics, and artificial intelligence (AI), Innomatik provides precise consultancy services and customized training to assist businesses effectively throughout their digital transformation initiatives. www.innomatik.com

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