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The blurring of lines between place and mixed reality

The unprecedented rise in the digital integration and the impact it is having on our everyday lives, the places we work, play and live is felt by everyone in this room today. However to date, we have been able to separate the physical environment from the digital. We have been in control to be able to switch off technology when we choose.

With Augmented Reality popular again through the rise of games such a Pokemon Go, a fun pass time for millions, it also gave AR a level of credibility within business to allow the medium to mature and be taken seriously as a legitimate tool with applications for training, story telling, data visualisation, risk analysis and many more.

I would like to explore the impact of going to the next phase of AR, called Mixed reality, which allows us to blur the digital and physical worlds seamlessly.

By 2030 will there ever be an offline?

Do we embrace the inevitable and allow the 2 worlds to become one?

Will mixed reality enhance the experience we have with our towns and cities or will be an annoying distraction?