

**Lecture:** Wednesday | July 4<sup>th</sup>, 2018 | 11:00 a.m. – 11:45 a.m.

### ***Kathleen Schröter***

*Fraunhofer Heinrich Hertz Institute, Berlin*



### ***Best Practice: Innovation***

#### **Lecture Title:**

“VR/AR - Where is the value, where is the money?”

#### **Content of the Lecture:**

In her presentation, Kathleen will give us an insight into the value creating potential of immersive imaging technology, such as virtual and augmented reality. In addition to this, she will illustrate applicable and industry related use cases that are already applying immersive imaging not only as a gimmicky technology.

#### **CV of Kathleen Schröter**

Kathleen Schröter is Head of Marketing & Communications at the Fraunhofer Heinrich Hertz Institute and the Executive Manager of the 3IT – Innovation Center for Immersive Imaging Technology. Since 2014, Kathleen’s work has focused on solutions and technologies to serve the evolving Virtual Reality market. Kathleen is an active member of international committees dedicated to immersive imaging technologies including the European Committee of the Advanced Imaging Society and the global VR Society. In 2018, Kathleen was one of 13 impactful women in tech honored by the Advanced Imaging Society with their Distinguished Leadership Award. In addition to her roles as a consultant and trustee, Kathleen is an in-demand host for events in the digital media and immersive tech sectors, having moderated BEYOND Festival, CeBIT's Serious Games Conference, Media Innovation Platform, ANGA COM as well as #DIGILITY at MesseCologne for the second time. Kathleen is also a marketing mentor at Startup Braga, an accelerator program in Portugal in partnership with Microsoft.