

# 'Immersive experiences to be a game-changer'

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**PUNE:** Immersive experiences will be a game-changer for businesses globally in the future, said CEO, Extentia Information Technology, Umeed Kothavala while delivering the keynote address at The National Association of Software and Services Companies (NASSCOM) Masterclass held recently.

Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), Digital Twins and 360 video – different types of immersive experiences – are being adopted by leading companies across the globe.

Kothavala, quoted industry reports about AR spending is estimated at USD 20 billion in 2020 with users

touching 1 billion.

Industries like e-commerce, real estate, architecture, healthcare, travel and engineering have taken the lead in adopting early immersive experiences.

Employee training, testing cars at manufacturing plants and improvement of picking efficiency in logistics companies are pointers to the future of immersive experiences, he explained.

The programme focused on revolutionising enterprise with immersive experience. Starting with Umeed's keynote, it included sessions on designing for immersive experiences along with some interesting case studies and a live demonstration of AR and VR experiences by other industry thought leaders.