

2017 **Creative STORAGESM** CONFERENCE

May 24th 2017 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT  ENTERTAINMENT STORAGE ALLIANCE™



Lucas Wilson, Founder, SuperSphereVR

TITLE:

Immersive VR Creates Immersive Storage

ABSTRACT

Lucas will tackle crucial questions: What do you need to understand? How do you adapt? What are the workflows? Storytellers, technologists, and industry leaders provide an overview of technology and marketplace and discuss how to harness emerging technologies in the service of the artistic vision. A series of diverse case studies and creative explorations - from NASA to the NFL - examine how to engage the audience.

BIOGRAPHY

As founder of SuperSphereVR, Lucas Wilson works with the SuperSphere teams in LA, NYC, and Singapore on end-to-end VR/AR projects, creating entertaining, immersive experiences that push the boundaries of technology and creativity. SuperSphere collaborates with clients, including Sony, FOX, Grey Advertising, DIRECTV, Samsung and Reebok, among others, to establish straightforward VR/AR workflows with realistic budgets, timelines and deliverables. Wilson is also the founder and CEO of Revelens, a technology company providing a working interaction and ad tech platform in VR. A film technology veteran, he has also worked in executive positions at ASSIMILATE, 3ality Technica, the Cameron|Pace Group, and others - always pushing forward the intersection of technology and creativity..