

BRAINXCHANGE

2026

AUGMENTED ENTERPRISE SUMMIT

LEARN MORE

REGISTER

OCTOBER 13-15, 2026

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The Leading Event for Enterprise XR, AI, Digital Twins

The Augmented Enterprise Summit (Augmented Enterprise) is the longest-running, most comprehensive event dedicated to the **business and industrial applications of XR or extended reality, AI, digital twins, and related emerging technologies.**

Enterprises attend Augmented Enterprise to hear **practical first-hand advice and best practices for testing, implementing, and scaling emerging technologies at work.**

If you are an enterprise just starting to evaluate and/or test XR, AI, and related emerging technologies

OR

You are already using XR, AI, and other emerging tech and looking to advance to the next stage of deployment

THEN

You need to attend the Augmented Enterprise Summit, the **only conference and expo fully dedicated to enterprises at any stage of digital transformation.**



Has to be **one of the best conferences I've attended.** Such a great intersection of enterprise experience with immersive technology.

Innovation &
Emerging
Technologies
Lead

DAIMLER TRUCK

WHAT YOU'LL LEARN

Augmented Enterprise provides enterprises with the **knowledge and connections** they need to bring XR, AI, digital twins, and other emerging technologies to their workforce and customers.

HOW TO

Choose a use case, get buy-in, compare vendors, and align internal and external stakeholders

Design a low-cost pilot, determine KPIs, and measure both quantitative and qualitative ROI

Drive projects from POC to full-scale deployment, plus interoperability, ownership, and change management

Visualize complex data, convert BIM/CAD to XR, create a pipeline of 3D content, and repurpose existing 3D assets

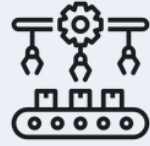
Develop and deploy digital twins/digital thread along with artificial intelligence to inform decision making, boost innovation, etc.

Handle device/platform management, market maturity, security risks, user privacy, and other challenges

TOPICS

- **Critical applications:** Remote support, collaboration, work instructions, documentation, design, asset management, hard/soft skills training, safety, marketing, sales, etc.
- **Getting started:** Lessons from early adopters for assessing data and systems readiness, setting realistic budgets and timelines, finding internal champions, and avoiding common pitfalls
- **Real benefits:** Operational efficiencies and cost savings end users are realizing today from XR, AI, digital twins
- **Scaling:** Across teams, sites, and global enterprises, including addressing latency, compute and other constraints, establishing monitoring and support, and driving adoption
- **Technical requirements:** Evaluating integration complexity, lifecycle support, cybersecurity, governance, compliance, etc.
- **AI:** Current state, types of AI (predictive models, CV, NLP, generative, agentic, physical AI), training methods, infrastructure cost, workforce readiness, etc.
- **Analytics:** Capturing domain knowledge, leveraging IoT sensor and other RTD, visualizing complex information, and new kinds of data generated in XR
- **Digital twins:** How to build, roll out, and maintain synchronized, lifecycle-spanning twins of physical assets, processes, and systems
- **More:** Automation, robotics, 3D capture/modeling, simulations and holograms, avatars, sustainability, etc.

INDUSTRIES REPRESENTED



MANUFACTURING



AVIATION &
AEROSPACE



ENGINEERING



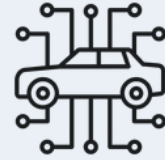
CONSUMER GOODS
& INSURANCE



FIELD SERVICE
& UTILITIES



ENERGY, CHEMICALS,
& MINING



AUTOMOTIVE



CONSTRUCTION



HEALTHCARE &
PHARMA



RETAIL &
WHOLESALE



TRAVEL &
HOSPITALITY

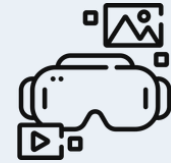


SHIPPING & LOGISTICS

TECHNOLOGIES COVERED



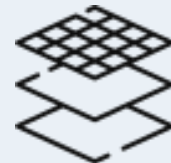
DIGITAL TWINS (3D
MODELING, REAL-TIME DATA,
SIMULATION, ETC.)



AR/VR/MR (XR), EXTENDED
REALITY, OR SPATIAL
COMPUTING



ARTIFICIAL INTELLIGENCE
(GENERATIVE, AGENTIC,
PHYSICAL, ML, CV, NLP, ETC.)



3D (BIM, VDC, REALITY CAPTURE,
LiDAR, ETC.)



WEARABLE, HAPTIC, AND
OTHER XR ACCESSORIES



EMERGING (IIoT, AVATARS,
BLOCKCHAIN, ROBOTICS,
CLOUD/EDGE COMPUTING,
ETC.)

APPLICATIONS COVERED



REMOTE SUPPORT &
AUGMENTED WORK
INSTRUCTIONS



TRAINING &
LEARNING



DATA VISUALIZATION



SAFETY



PRODUCT DESIGN
& PROTOTYPING



MARKETING, SALES &
CUSTOMER EXPERIENCE



VIRTUAL COLLABORATION
& MEETINGS



ASSET VISUALIZATION
& DIGITAL TWINS

If you want to learn how enterprises are leveraging AI, XR and related technologies to **increase efficiency, boost safety, speed up training, improve the customer experience and more**, there's no other event as focused or relevant as the Augmented Enterprise Summit.



LEARN what you need to know to successfully leverage XR, AI, digital twins, and other emerging technologies in your business from the very companies seeing ROI today.

CONNECT with those driving next-gen tech in various industries, including practitioners from every sector, along with vendors, key analysts, consultants, and integrators—**all in one place, at one time**.

TRY OUT the top spatial computing and adjacent technology solutions having an impact in real enterprise environments. Meet with leading solution providers and demo a range of devices and platforms solving today's business problems.

PARTICIPATE in the discussion and learning by sharing your experiences, concerns, and ideas. Tap into the collective knowledge of the room to address common challenges and objectives.

ACCESS exclusive educational content, including session recordings and presentation slides, new partner white papers, reports, and more.

HIGHLIGHTED PRESENTERS



Max Sikorski
Senior Engineering
Leader - Emerging
Technologies



Xavier Hansen
US Innovation Lab,
Director - MAVA Lead



Matt Crumpton
Director, Product
Development



Katherine Meza
Immersive
Technologies & Digital
Transformation
Specialist



Sabaïta Mohsin
Lead AI Product Owner



Roshan George
Manager Digital
Solutions Integration



Nicola Smith
Senior AI Advisor



Keisha Nelson
Director, Learning
Innovation



Vijay Jeyabal
Systems Architect -
Product Visualization



Marvin Johnson
Head of Extended
Reality, Nuclear, EMEA



Tejas Gajjar
Technology
Engineering Manager



Kaushik Datta
Manager - Innovation &
Emerging Technology



Avani Pandya
Sr. Planning Analyst -
Innovation Hub



Bibhor Regmi
Lead Product
Designer | XR



Brian Nevinsky
Technical Fellow



Clayton Krause
3D Pipeline Architect



Pablo Ortega
Strategic Learning
Partner II



Lucas Richmond
Media Studio Director

HIGHLIGHTED PRESENTERS



Dawn Peterson
Senior Learning
Experience Manager



Krystal DeVaughn
Senior Manager, Digital
Engineering - Extended
Reality & Visualization



Jon Gurney Bell
Strategic Innovation at
UPS's Advanced Technology
Group (ATG)



Andrew Lowe
Chief Advanced
Visualization Engineer



Matt Tomlinson
Rapid Technologies
Lead



Ramondo Robinson
Senior 3D XR
Production Artist



Scott Burkey
Technology Fellow, XR



Matthew Connors
XR Training Specialist



Jason Kohnert
Supervisor - Virtual
Engineering & Data
Management



David Glicksman
Director of Creative
Technology, LA



Sean Peterson
Associate Product
Manager, XR



Danny Allen
Associate Director of
Digital Products - XR



Stacy Hall
Clinical Education
Program Leader -
Anesthesia & Respiratory
Care



James P. Cooper
Global Director, Water



Anna Bourdais
Director, Maritime
Training Center of
Excellence



Sandeep Shekhawat
Sr. Director, Technology



Scott Burch
Flight Operations
Instructional Designer



Zhengzheng Jenny Fu
Principal Engineer

HIGHLIGHTED PRESENTERS



Balamurali Rengarajan
CIO North America
Business Units



David Yin
ARTech Product
Manager



Andy Hunt
Applied Digital
Innovation

MillerKnoll

Lorna Jean Marcuzzo
3D Visualization
Strategy Lead



James Cooper
Chief Technologist,
Advanced Visualization



Darryl Wright
Instructional Designer



Casey Jolly
Geoscience
Technology Advisor



Jamie Barras
Vice President of
Product Management



Ed Moore
OT Strategist &
Distinguished
Engineer



Lauren Dodge
Digital Program
Manager



Sam Liu
Senior Mixed Reality
Development and
Operations Engineer



Malcolm Wallace
Sr. Manager
Augmented
Reality/Virtual Reality
Development



Brent Blas
Learning Facilitator II



Randy Burnsworth
Manager, Aftersales
Technical Training



Vedang Kulkarni
Lead Product Designer
| XR



Brian Laughlin
Technical Fellow /
Systems Engineer,
Digital Transformation
(DTx)



Jim Kessler
Visual Media Group
Director, Global
Technology Leader for
XR



Warren B. Smith
Chief Technology
Office - Digital
Transformation

SCHEDULE AT A GLANCE

TUESDAY, OCT 13 — DAY ONE

7:30 AM	REGISTRATION, BREAKFAST & EXPO EXPLORATION	
8:55 AM	OPENING REMARKS FROM CHAIR — ArborXR	
9:00 AM	OPENING KEYNOTE • Niantic Spatial	
9:25 AM	PANEL • Preparing for AI, XR, and Digital Twins: A Roadmap for Successful Integration	
10:10 AM	CASE STUDY	
10:35 AM	AM BREAK EXPO EXPLORATION	
11:35 AM	Panel A New Shared Reality: Redefining Design, Viz & Engagement with AI, XR & Digital Twins	Panel Empowering the Workforce: AI & XR for Training, Remote Support, and Work Instructions
12:20 PM	CASE STUDY • Niantic Spatial	Case Study • From Prototype to Production: How Embodied AI Agents Drive Measurable Enterprise Performance in XR (Kinemeric)
12:45 PM	NETWORKING LUNCH & EXPO EXPLORATION	
2:00 PM	CASE STUDY	CASE STUDY
2:25 PM	CASE STUDY • From CAD to OpenUSD: Building Trek’s 3D Digital Bike Factory (Trek Bicycle)	CASE STUDY • When AI Leaves Its Lane: How Technologies Mutate, Migrate, and Create Breakthrough Innovation (Coca-Cola)
2:50 PM	CASE STUDY • Using XR and digital twins to train teams, test decisions, and reduce risk before construction (Gilbane Building Company)	CASE STUDY • Alaska Airlines
3:15 PM	CASE STUDY • Faster Decisions, Fewer Prototypes: How Mondelēz is Applying AR Across Global R&D Teams (Mondelēz International)	CASE STUDY • Industrial AI for Custom Context & Custom Agents (Squint)
3:40 PM	PM BREAK EXPO EXPLORATION	
4:20 PM	PANEL • Return on Technology: Measuring the Success of AI, XR & Digital Twins	
5:05PM	CASE STUDY• Finding 7,000 Needles: How AstraZeneca Scaled AR Wayfinding	
5:30 PM	CASE STUDY	
5:55 PM	CLOSING REMARKS FROM CHAIR • ArborXR	
6:00 PM	OFFICIAL NETWORKING COCKTAIL RECEPTION	

SCHEDULE AT A GLANCE

WEDNESDAY, OCT 14 — DAY TWO

7:30 AM	REGISTRATION, BREAKFAST & EXPO EXPLORATION	
8:55 AM	OPENING REMARKS FROM CHAIR	
9:00 AM	OPENING KEYNOTE • Unity	
9:25 AM	PANEL • What Next? How to Advance AI/XR/Digital Twin Projects From Pilot to Production	
10:10 AM	KEYNOTE • Better Data, Better Decisions: How RFID Elevates The UPS Customer Experience	
10:35 AM	AM BREAK EXPO EXPLORATION	
11:35 AM	CASE STUDY	CASE STUDY • Leveraging Technology for Skilled Trade (NAPA Auto Parts)
12:00 PM	CASE STUDY • Immersive Design Reviews With Spatial Computing (RTX)	CASE STUDY
12:25 PM	CASE STUDY • Using XR Tech to Build the Cars of Tomorrow (General Motors)	CASE STUDY
12:50 PM	NETWORKING LUNCH & EXPO EXPLORATION	
2:00 PM	CASE STUDY • Developing Immersive Experiences within Digital Twins (Jacobs)	CASE STUDY • Operationalizing the XR Stack: Building XR Training Programs That Scale (ForgeFX Simulations)
2:25 PM	CASE STUDY • Really Augmenting Reality (Gensler)	CASE STUDY • Unity
2:50 PM	CASE STUDY • Advancing BIM for Bridges: Kiewit's Integrated Engineer-Contractor Perspective	CASE STUDY • Enterprise VR: Can We Stop Being Alone Together? (ExxonMobil)
3:15 PM	CASE STUDY • Bringing Discipline to XR: Why the Industry Needs a Periodic Table (AtkinsRéalis)	CASE STUDY • Volvo
3:40 PM	PM BREAK EXPO EXPLORATION	
4:20 PM	PANEL • Beyond Immersive: How AI is Reshaping Enterprise Today and Tomorrow	
5:05 PM	CASE STUDY • The Last Mile of Connecting Workers - Audio (Smurfit WestRock)	
5:30 PM	CASE STUDY	
5:55 PM	CLOSING REMARKS FROM CHAIR	
6:00 PM	NETWORKING COCKTAIL	

SCHEDULE AT A GLANCE

THURSDAY, OCT 15 — DAY THREE

8:00 AM	REGISTRATION, BREAKFAST & EXPO EXPLORATION
9:25 AM	OPENING REMARKS FROM CHAIR
9:35 AM	PANEL • Combining IT & OT: Creating & Deploying Digital Twins to Solve Real-World Problems
10:20 AM	CASE STUDY • Innovation in the Age of AI: Tinkering, Talent and Taste (Novartis)
10:45 AM	CASE STUDY • The Walt Disney Company
11:10 AM	CASE STUDY • The VR Market Has Shifted — So Has the Path to Scale (Johnson & Johnson)
11:35 AM	CASE STUDY • Mercedes-Benz USA
12:00 PM	BREAK EXPO EXPLORATION & NETWORKING LUNCH
12:25 PM	NETWORKING PRIZE DRAWINGS
1:00 PM	... EVENT CONCLUDES ...

Fantastic people, fantastic learning experience, **really rich content at every level**. If you want to be deep into the technical weeds, you can do that. If you want to be high-level, business strategy, you can do that. It's a **choose your own adventure in the best possible way**.

Assoc. Director, Cyber Architecture



WHAT SOLUTIONS YOU'LL TRY

With the largest targeted expo for **enterprise- and industrial-grade XR/AI technologies**, including glasses/headsets, 3D capture tools, digital twin software, AI integrations, and XR accessories — along with the platforms that power and enhance them — Augmented Enterprise provides a unique opportunity to get hands-on with **solutions ready to be deployed in today's work environments.**



Early Confirmed Sponsors & Exhibitors



REGISTRATION INFORMATION

REGISTER TODAY

END USER REGISTRATION

Strictly for **enterprise organizations** that are evaluating or already using emerging technologies for their workforce, operations, and/or customers.

3-DAY
PASS **\$1,499**

- Attend all 3 conference days
- Access to all networking activities and workshops
- Access to Exhibition Hall
- Access to conference app
- Access to post-event session recordings and slides
- Meals: Light breakfast, lunch, and refreshments

2-DAY
PASS **\$1,299**

- Pick and attend any 2 conference days
- Access to Exhibition Hall on those days
- Access to networking activities and workshops on those days
- Access to conference app
- Access to post-event session recordings and slides
- Meals: Light breakfast, lunch, and refreshments

1-DAY
PASS **\$999**

- Pick and attend any 1 day of the conference
- Access to Exhibition Hall on that day
- Access to any networking activities and workshops on that day
- Access to conference app
- Access to post-event session recordings and slides
- Meals: Light breakfast, lunch, and refreshments

VIRTUAL
PASS **\$599**

- Access to the virtual event platform
- Access to livestreamed sessions and on-demand recordings
- Access to digital Exhibitor Zone
- Access to exclusive post-event resources including presentation slides and post-event report

NON-END USER REGISTRATION

Strictly for **solution providers** (technology hardware, software, integrators, consultants, researchers, investors, etc.)

3-DAY
PASS **\$5,000**

- Attend all 3 conference days
- Access to Exhibition Hall
- Access to conference app
- Access to post-event session recordings and slides
- Meals: Light breakfast, lunch, and refreshments

2-DAY
PASS **\$4,500**

- Pick and attend any 2 conference days
- Access to Exhibition Hall on those days
- Access to conference app
- Access to post-event session recordings and slides
- Meals: Light breakfast, lunch, and refreshments

1-DAY
PASS **\$3,500**

- Pick and attend any 1 conference day
- Access to Exhibition Hall on that day
- Access to conference app
- Access to post-event session recordings and slides
- Meals: Light breakfast, lunch, and refreshments

VIRTUAL
PASS **\$3,500**

- Access to the virtual event platform
- Access to livestreamed sessions and on-demand recordings
- Access to digital Exhibitor Zone
- Access to exclusive post-event resources including slides and pos-event report

VENUE & HOTEL INFORMATION



Location | Atlanta Marriott Marquis 265 Peachtree Center Ave NE, Atlanta, Georgia 30303

Meeting & Event Space | The Augmented Enterprise Summit will take place in the Landmark Ballrooms on the Lobby Level, with the expo and meals located in Marsalis Hall on the Lower or Exhibition Level.

ROOM BLOCK

GROUP RATE

**\$259 per night
(plus taxes)**

DATES COVERED

**10/12/2026 to
10/14/2026**

CUT-OFF DATE

**Monday, September
21, 2026 at 5:00 pm ET**

Please note that BrainXchange is not affiliated with any third-party booking agencies, housing bureaus, or travel and events companies.

If an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at support@brainxchange.com

VENUE DESCRIPTION

Enjoy the best of downtown Atlanta and memorably experience the city from this iconic 52-story hotel that you might recognize from TV and film. Walk to shopping, dining and entertainment, or use the indoor connection to Peachtree Center MARTA Station to visit ATL Airport, Mercedes Benz Stadium, and more.

Travel Information: For information about ground transportation to and from Atlanta Marriott Marquis, driving directions, parking options, and other travel info, refer to the [hotel website](#).

WHY CHOOSE THE CONFERENCE HOTEL?

When you stay at the conference hotel and book through the group, you get more than just convenience. Additional benefits include:

- Guest rooms that are just a short walk from the conference center, giving you quick access to your room for breaks or work-related calls
- Discounted rates if reserved within the room block
- The opportunity to stay in a timeless yet modern hotel with deluxe amenities and easy access to the most Insta-worthy view in town!

RESERVE LODGING



WHAT PEOPLE ARE SAYING

This was **my best conference experience so far**, with the most relevant content to my career [and] an abundance of awesome connections to be made.

Product
Manager



At the end of the day, I've gone to a lot of other conferences [but] **there hasn't been a better one that actually brings together the right people**, and open people to talk and share our learnings and journey across all the ecosystem—augmentation, virtual reality, digital twins...

Digital Reality (XR
and 3D) Capability
Architect



[This] community has always been close to my heart because of its diversity and the high quality of its participants. It's a **fantastic mix of experienced industry leaders, innovators, and subject matter experts**.

Tech Lead, Immersive
Learning & Visualization



One of the most useful conferences I've attended...The exhibitors are serious [and] the opportunities to network and discuss new tech are endless. Everyday, the discussions would start prior to 7 am and last well past 6:30 pm because it was so valuable.

Senior
Technology
Expert



Simply put, I'm looking for solutions and I want to talk to people who've actually done things...I want to find out what actually worked, what didn't work, and why that's so. **The networking's pretty incredible for me** [and] makes it easier to not make the same mistakes others have made.

Technical
Fellow/Systems
Engineer - Digital
Transformation





BRAINXCHANGE is a boutique conference organizer and digital content company in the emerging enterprise technology space, with a focus on XR, AI, digital twins, and other technologies augmenting workers today. Since 2015, BrainXchange has been helping enterprises connect to the people and partners they need to transform their operations and empower the workforce.

A ONE-OF-A-KIND OPPORTUNITY TO LEARN HOW **EMERGING TECH CAN DRIVE ROI FOR YOUR BUSINESS.**

BROUGHT TO YOU BY BRAINXCHANGE