



EXPLORING AUGMENTED REALITY WITH LAYAR CEO AT MOBILE VISIONARY ROUNDTABLE IN CHICAGO
GUEST SPEAKER RAIMO VAN DER KLEIN, CEO OF LAYAR, WILL PRESENT "AUGMENTED REALITY: THE BIRTH OF A MEDIUM" AT THE ILLINOIS TECHNOLOGY ASSOCIATION'S MOBILE VISIONARY ROUNDTABLE ON DECEMBER 16, 2009, AT 8:30AM.

CHICAGO (December 2, 2009) - On December 16, the Mobile Visionary Roundtable at the Illinois Technology Association (ITA) welcomes virtual guest speaker Raimo van der Klein, who will present "Augmented Reality: The Birth of a Medium."

A foremost innovator of augmented reality, van der Klein is the CEO of Layar, the Netherlands-based company that created the world's first mobile augmented reality browser. He will guide event attendees in how to leverage this new medium to deliver relevant and context aware services to customers.

Mobile is clearly a disruptive technology and affects nearly every industry. Presenters will address major global factors impacting the mobile industry and highlight success stories.

Following the insightful mobile industry presentation, attendees will split into themed mobile "20/20" breakout sessions, where they will enjoy networking opportunities and share best practices in mobile marketing, technology and application development.

In this roundtable, participants will:

- Learn more about one of the most discussed topics in marketing and media: Augmented Reality.
- Find out the best ways they can use augmented reality.
- Understand why augmented reality is one of the most important channels to deliver relevant and context aware services to their customers.

Visit www.illinoistech.org/calendar.aspx/1936 for more information and to register for this event, scheduled for Wednesday, December 16, 2009, 8:30am-11:00am.

ITA roundtables are a benefit of ITA membership. Members of the general Illinois technology community are always welcome to check out any ITA roundtables free-of-charge. Roundtable events are held in downtown Chicago, across from the Sears Tower (now named the Willis Tower), at 200 S Wacker Dr, 15th Floor, Chicago, IL 60606.

Additional forthcoming Mobile Visionary roundtable mobile topics include:

- Mobile Marketing Plans
- Best Practices in Apps Development
- The Future of Mobile
- Business Enterprise Applications
- Mobile Monetization
- Global Considerations in Mobile
- Platform Comparisons (iPhone vs. Android vs. Pre, etc.)

About the speaker, Raimo van der Klein

Mr. van der Klein is CEO at Layar, Co-Founder of SPRXmobile and Founder of Mobile Monday, Amsterdam, Netherlands. Layar is the creator of the world's first mobile Augmented Reality browser. Layar has recently been featured on NPR, Fast Company, CNN, TechCrunch and Mashable. As Partner and Co-founder of SPRXmobile, a strategic creative consultancy specializing in mobile, van der Klein has served clients including T-Mobile, ING and Vodafone. His prior roles include marketing and purchasing for Maxeda, sales and marketing at Nokia and Innovation Manager at LPN, specializing in the consumer market. He writes for one of the leading marketing blogs in the Netherlands.

About the Mobile Visionary Roundtable

The Mobile Visionary Roundtable offers a forum for ITA members to engage in active networking and interactive, high-gain, topical discussions regarding mobile marketing and technology. The monthly Mobile Visionary Roundtables feature expert guest speakers, including mobile strategists, marketers and developers from around the world.

About the Illinois Technology Association

The Illinois Technology Association (ITA) represents the interests of a diverse membership of more than 650 companies in Illinois that create, deploy and utilize information technology as a core part of their organization. By connecting members with industry peers and participants, providing the latest strategic information, market research and critical market insight and by promoting key thought leaders to raise visibility and gain a greater market awareness and presence, ITA is focused on building and developing the Illinois technology community through collaboration. Additional information is available at www.IllinoisTech.org.

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