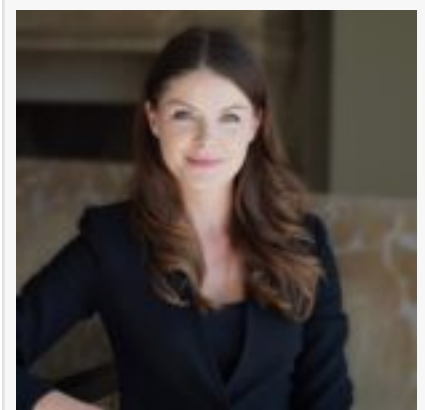


# Anna Lejerskar and Sarah Socia Discuss Bleeding Edge VR with Fotis Georgiadis

*Anna Lejerskar, EON Reality's Executive Vice President and Head of the EON Reality Learn For Life Foundation. Sarah Socia, VP of Scentware at OVR Technology*

GREENWICH, CT, USA, April 23, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

Getting your brand to be viewed more favorably than your competitor is crucial to recovering after this pandemic locked down most of the world. Fotis Georgiadis builds brands, corporate images, and ultimately trust in a company. Reaching out to him at the below contact options will get you on the right track. Below are excerpts from two recent client interviews with Fotis Georgiadis.



Anna Lejerskar, EON Reality's Executive Vice President and Head of the EON Reality Learn For Life Foundation

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Three things that excite me about the industry are: (1) the use of virtual reality in healthcare, (2) the rapidly growing body of VR research, & (3) continuous innovations pushing the boundaries.”

*Sarah Socia, VP of Scentware at OVR Technology*

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Anna Lejerskar, EON Reality's Executive Vice President and Head of the EON Reality Learn For Life Foundation  
The VR, AR and MR industries seem so exciting right now. What are the 3 things in particular that most excite you about the industry? Can you explain or give an example?

It is endless, in my opinion. There are so many areas that XR can impact already today and is set to grow over time.

But if I would pick 3 I would say:

The potential to weave all the complementary technologies such as haptics, neural sensing technologies, and A.I. into AR/VR to make that killer learning app. The pioneering advances in these technologies make the virtual world even better at mimicking

the real one and making VR/AR a space to watch out for!

The potential pervasiveness of VR/AR technology and how people can use the technology for daily life. Since COVID-19 hit, it has completely upended the way we live and what we knew of living. Technology became a central part of keeping everything together in so many different ways, and people are starting to be aware of the influential role it can play.

Throughout 2020, we witnessed a massive uptake with an 819% increase in our EON-XR platform usage as institutions started to realize video conferencing limitations. We quickly realized teachers needed VR and AR's power to provide contextualized and interactive learning for students to keep their already short attention spans from wandering.

So when taking AR and VR, for example, virtual traveling started becoming a means of seeing sights and monuments in a time when no one could travel, sometimes even taking you back in time to discover truly fascinating places right where you are. When we replicate this experience in the classroom, it becomes so much more powerful when students can travel to historical landmarks to view and explore ancient Pompeii to understand life in ancient Rome with a personal virtual guide. Boring history lessons with an outdated textbook will soon become a relic of the past; now, isn't this truly a fascinating thought?

[Read the rest of the interview here](#)



Sarah Socia, VP of Scentware at OVR Technology

- Sarah Socia, VP of Scentware at OVR Technology

What are the 3 things that concern you about the VR, AR and MR industries? Can you explain? What can be done to address those concerns?

A few things concern me about the VR, AR, and MR industry including the lack of prolific adoption, VR being dismissed as just a gaming technology, and user privacy. The headset sales are growing each year, but we're still early in the adoption cycle. I'm optimistic that we will see more adoption as more people experience the technology, lower-cost options are available at the consumer level, and VR, AR, and MR industry infrastructure continues to grow. However, time will tell. It also concerns me that people have a narrow view of the potential of VR, AR and MR. When people think about these technologies they often think about entertainment and gaming, but these technologies can also be used to create positive outcomes in the workplace, healthcare, and education. Again, I think many people just need to try out the technology. We've had people that are skeptical about the addition of olfaction to virtual reality and dismiss the impact of smell, but then they try it and the gears start turning about all the ways it could be implemented. Lastly, I'm concerned about user privacy. With the connectedness and

convenience that technology allows us, there are legitimate concerns about privacy including user personal, biometric, and psychometric data. I think it's important that standards and guidelines are created for developers and companies by various stakeholders including consumers.

I think the entertainment aspects of VR, AR and MR are apparent. Can you share with our readers how these industries can help us at work?

VR, AR and MR are great tools for job training and skills acquisition, especially for high-risk occupations such as EMTs, and firefighters. Using VR, people can be immersed in various training scenarios that may otherwise be expensive to simulate, difficult to repeat, or potentially dangerous. These technologies can also be used to increase relaxation in the workplace which may result in greater productivity and engagement. There are studies that suggest nature VR environments, in particular, promote relaxation. A person who works in an office environment could be transported to a virtual forest, smell pine and flowers, and be led through a guided meditation.

[Complete reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: [fg@fotisgeorgiadis.com](mailto:fg@fotisgeorgiadis.com)

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: <https://twitter.com/FotisGeorgiadi3> @FotisGeorgiadi3

Fotis Georgiadis

[fotisgeorgiadis.com](http://fotisgeorgiadis.com)

+1 203-983-1234

[email us here](#)

Visit us on social media:

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