

MARCH 15th 2023

# XR SOUTHERN SUMMIT

S U U A N N U A L C O N F E R E N C E

The XR Southern Summit will bring together those within higher education who have a deep interest in XR (VR-MR-AR). At this Summit, presenters will share how they have been using XR within their universities. We have special presenters from the University of Southern California's Institute for Creative Technologies, the University of Utah, the Folke Institute, and many more. Vendors within the XR world will present and showcase their various products. The event will be held on Southern Utah University's Campus and will begin at 9:30am and end at 5:30pm. Lunch will be included, as well as, light snacks throughout the conference. There are limited seats, please register now to reserve your spot.

## KEYNOTE

Michael McCready  
Lethbridge College-Canada



Mike McCready is an educator and researcher with a focus on immersive technologies such as virtual and augmented reality.

He is the Industry Liaison and Research Advisor in the Lethbridge College Spatial Technologies Applied Research and Training (START) Centre, which is a rapidly growing XR research hub. Mike is driven to explore new technologies and understand their application within business and society. He introduced one of the first VR development courses at Lethbridge College in 2016 when he taught students to develop mobile VR games. One of Mike's focuses is the social interactions made possible with VR and has planned and facilitated numerous social VR activities that have garnered national and international attention, including the world's first full-day conference held in VR – Merging Realities.

## Plenary Speakers

Hugh Hou  
Co-Founder of CreatorUp



Visual storyteller, filmmaker, educator and entrepreneur. Hugh runs a very successful VR filmmaking YouTube Channel (HughHouFilm) with over 100K Subscribers. He is 2022 AUGGIE AWARDS Best Indie Creator Finalist.

Keely Turner  
XR Filmmaker



An award-winning XR Filmmaker. She has directed & created immersive VR content for Meta, WSJ, Dior, Netflix, Top Gear, Verizon, Virgin Voyages, and Ford. Her goal is to entertain while inspire her audience through the use of cutting edge technology.

R E G I S T E R A T  
[suu.edu/cti/vr-ar.html](https://suu.edu/cti/vr-ar.html)

For more information -- contact the Director of VR/AR at [aundreafrahm@suu.edu](mailto:aundreafrahm@suu.edu)