

VR saves tech event

Smart move for showpiece

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QUEENSLAND'S cutting edge technology conference has been opened up to the army of at-home workers, going virtual rather than close in the face of the corona shutdown, and including a world-first avatar convention area.

QODE organiser Jackie Taranto said instead of having thousands of people at the convention centre tomorrow and Wednesday, the event would be hosted online, streamed through YouTube and have a virtual networking space, where exhibitors and potential clients become avatars who can browse and interact as they would in the real world without masks or social distancing.

With a potentially massive audience captive with work from home, the number of eyes on the QODE could potentially grow from the crisis.

It's a huge achievement for the event, turning around a virtual world in less than a week when other tech and content conferences around the world have closed their doors instead.

In what's believed to be an Australian first, attendees will be able to visit exhibitor booths using virtual reality.

Ms Taranto said QODE teamed up with a Brisbane virtual reality company, Visitor Vision, to offer a new way for people to view the conference exhibits.

"One of the key reasons people attend conferences is to visit the exhibitor booths to gain further insight into the products and information available, and for those exhibiting, it's a really important way to access that market," she said.

"We wanted to ensure attendees could still have that experience, and now they can."

Exhibitors can access information about who has visited the booth, the company they are from and if they are interested in talking further – more information than they might be able to gain about a potential customer in a traditional expo setting.

Innovation Minister Kate Jones said moving the event online was in the best interests of all Queenslanders.

