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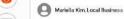
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## Ron Bauer: Dell and Immersive Technology's Untapped Potential

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Posted Fri, Dec 29, 2017 at 12:04 pm PT

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In a tech sector so consistently preoccupied with the machinations of its most powerful companies, it is not at all surprising that the innovative efforts of competitors are easily overshadowed. This is also true of the public at large, particularly when a company makes the decision to eschew attention-seeking strategies in favor of a subtle, quiet strategy.

According to Ron Bauer, a London-based venture capitalist with specific expertise in immersive and entertainment technologies, Dell's push to position itself as a leader in immersive content serves as the most recent example of the kind of subtle strategy that catches the rest of the industry by surprise.

With its keen focus on innovation concerning virtual and augmented reality technologies, Dell has secured critical partnerships with major Hollywood studios such as Warner Bros and Fox. These partnerships have enabled the company to be involved with quite a few notable projects, including Dunkirk, Assassin's Creed, Alien: Covenant, and Spider-Man: Homecoming.

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In its partnerships with major studios, Dell has mostly focused on companion pieces that allow audience members to enjoy an immersive experience in the unique environment in which a film is set. Ron Bauer is quick to praise Dell's approach to immersive technologies like virtual reality and augmented reality. Bauer, the managing partner of private equity firm Bonsai Capital, emphasized the untapped potential of immersive technologies, particularly as it relates to the film industry.

It's worth noting that Dell is hardly alone in recognizing the future potential of immersive and entertainment technologies, as investors put \$2.3 billion into the various elements of the sector in 2016 alone. The projected 2017 revenue generated by immersive technologies is even more promising, as most analysts project worldwide revenues approaching \$14 billion.





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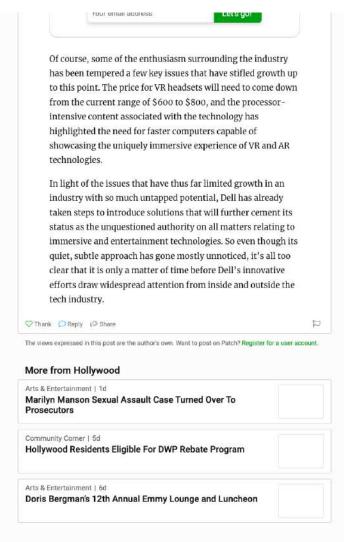
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