

# Wisconsin Technology Council: Innovation Network Lunch

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**Virtual reality: It's a real force in Wisconsin**

**Learn more at June 27 Innovation Network lunch**

MADISON – Virtual reality has become a solution to real-world problems by allowing information to be shared earlier and more effectively. Hear **Shannon Lory**, a partner in Wisconsin-based **Arch Virtual**, discuss how virtual reality tools are adding measurable value to business and education at the **Tuesday, June 27, Tech Council Innovation Network luncheon** meeting in Madison.

The luncheon will be held at the Sheraton Hotel on Madison's John Nolen Drive. Registration and networking begin at 11:30 a.m., lunch at noon and the presentation at 12:30 p.m. The cost is \$10 for students and Bunker Labs members, \$25 for individual members, \$35 for non-members and included for Tech Council corporate members. [Click here to register.](#)

Arch Virtual develops virtual reality applications and tools for business and education. It has completed numerous assignments across a wide variety of industries, including architecture, medicine, retail, education, manufacturing, marketing, engineering, game development and more.

Architectural visualization and virtual reality environment design and development is a core strength of the company. **Chad Eschler**, business development at **J.H. Findorff and Son**, will join Lory to discuss their partnership to construct The Spark building.

"We'll hear about trends in VR and provide some hands-on demonstrations for people who attend," said Tom Still, president of the Tech Council.

This Tech Council Innovation Network event is sponsored by [BMO Harris Bank](#).

The [Wisconsin Technology Council](#) is the independent, non-profit science and technology adviser to the governor and Legislature, with events, publications and outreach that contribute to Wisconsin's tech-based economy. To join, go to [www.wisconsintechcouncil.com](http://www.wisconsintechcouncil.com) or call [608-442-7557](tel:608-442-7557).

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