

REALITY OF THE FUTURE

Attendees of Angus Convention win big after completing Angus Media virtual scavenger hunt.

by Megan Silveira, assistant editor

Amidst the hustle and bustle of attendees wandering through the aisles of vendors at the 2021 National Angus Convention & Trade Show in Fort Worth, Texas, a few individuals stood out from the crowd. With smartphones raised, more than 100 individuals explored the newly released Xtended Reality experience as they participated in Angus Media's virtual scavenger hunt.

"We wanted to have an exciting and interactive experience for participants as we launched this new technology," says Kaysie Wiederholt, Angus Media coordinator/graphic artist. "The scavenger hunt served as the perfect opportunity to engage with Convention attendees and showcase just what Xtended Reality will be able to offer them."

Through the integration of videos, real-time data and other immersive digital elements, users of Xtended Reality can engage with fellow cattle producers in a new and creative way. All it takes is the scanning of a QR code for the experience to begin.

Angus Media has hopes of utilizing this technology to help breeders set the stage for how others explore their cattle operation and breeding



programs — all from the convenience of their mobile device.

"It's a way to give your customers the utmost in interaction and engagement through print advertising, sale books and postcards," explains Brett Spader, Angus Media president. "In an increasingly competitive market, this Xtended Reality experience gives breeders a new way to set themselves apart."

THE HUNT IS ON

Wiederholt and Monica Ford, Angus Media graphic artist, were a part of the team on the ground in Texas, connecting with Angus enthusiasts as they previewed the new technology while exploring the Fort Worth Convention Center.

The scavenger hunt began at the

entrance of the center. Participants were then led to two stops at breeders' booths, before being directed to the final stop, the Angus booth, where participants were entered into a grand-prize drawing.

Blake Angell, Gove, Kan., won a free full-page ad in the *Angus Journal* featuring Xtended Reality. Joel Judge, Lone Grove, Okla., and Ben Janssen, Amber, Okla., each won a \$500 boot gift card to Rod Patrick Boots.

"We had a great response from Angus breeders about this new technology," Wiederholt says. "The scavenger hunt went over really well, and the preview at Convention only adds to the excitement about what this technology can do for our Angus breeders." **AJ**