I suppose advance way of communication in contemporary companies is VR or AR technology. VR is virtual reality technology. It allows us to see avatar of our peer or client, to interact with virtual environment and to spend good time. Some company prefers to hold conferences and forums in this format. People have responded well to this. In the commercial way it gets an opportunity to show product clients, demonstrate some features online. If we are talking about AR (additional reality) we may to hear about IT companies that are developing software about it right now. One company is developing app allow us to wear various kinds of shoes on your feet. You can just download mobile app, activate camera and direct it on your feet. Then app can sorted all shoes in database and give you suitable shoes. If you put your phone in static state, you can look on the display like in mirror and in the live mod you can move your feet in front of the phone dressed in virtual shoes.