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40
2022
UNDER FORTY
BUSINESS ACHIEVEMENT AWARDS



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EDITOR'S NOTE



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About Editor

Ash Balakrishnan is a 22-year old entrepreneur, editor, and writer from the Greater Toronto Area of Ontario. His education began at Western University studying Computer Sciences, however, his focus later transitioned towards Political Sciences in order to gain a deeper understanding of social systems, and the necessary requirements to influence positive change. Following his graduation from Western University, Ash began applying the skills learned in school to launch a technology-based marketing company; livviny. Since the company's establishment in November 2020, Ash has worked with his team to make exciting new technologies such as augmented reality and blockchain integration approachable for business organizations of all sizes.

Technology is defined as, "The application of scientific knowledge for practical purposes." Naturally as an individual who asks many questions and always searches for answers, I found this concept highly intriguing. My fascination with technology began at the age of six with a dream of reversing the effects of aging to prolong the lives of my parents. At that point in time I believed such advancements were unrealistic and impossible. Today, if I were to propose this concept to the brilliant team at Harvard's Medical School, it might yield a very different response. What was once merely a dream, is now explored as a viable solution to one of humanity's greatest challenges, demonstrated by the significant headway made in reversing the aging process of mice.

Scientific advancements carry the ability to radically transform the established societal definitions of normal, which initially captured my fascination with technology and the sciences as a whole. In consideration of a rapidly growing and increasingly demanding human population, the relevance of efficient development is more important now more than ever. Improving upon our technologies allows individuals and organizations to optimize their use

of physical materials, better predict the potential outcomes of scenarios, and communicate with our target audiences in unique and engaging ways.

Technologies of Tomorrow aims to provide our readers with an unbiased and fact based analysis of potentially disruptive innovations, in addition to the potential application of new innovations for practical purposes. Business Link Media Group will be showcasing advancements relating to a wide range of industries, while highlighting products and services from small, medium, or large-scale organizations. Our goal is to expand our knowledge regarding the impact of emerging technologies on consumers as they inch closer towards mass adoption. Additionally, Business Link Media Group will be speaking with industry leaders to gain an understanding of how systems are currently functioning in the real-world to determine what is necessary for a solution to mature into mainstream adoption.

Stay informed on upcoming devices, softwares, companies, and industry leaders to better prepare yourself for a rapidly evolving landscape of business and to stay one-step-ahead of the competition with the Technologies of Tomorrow.

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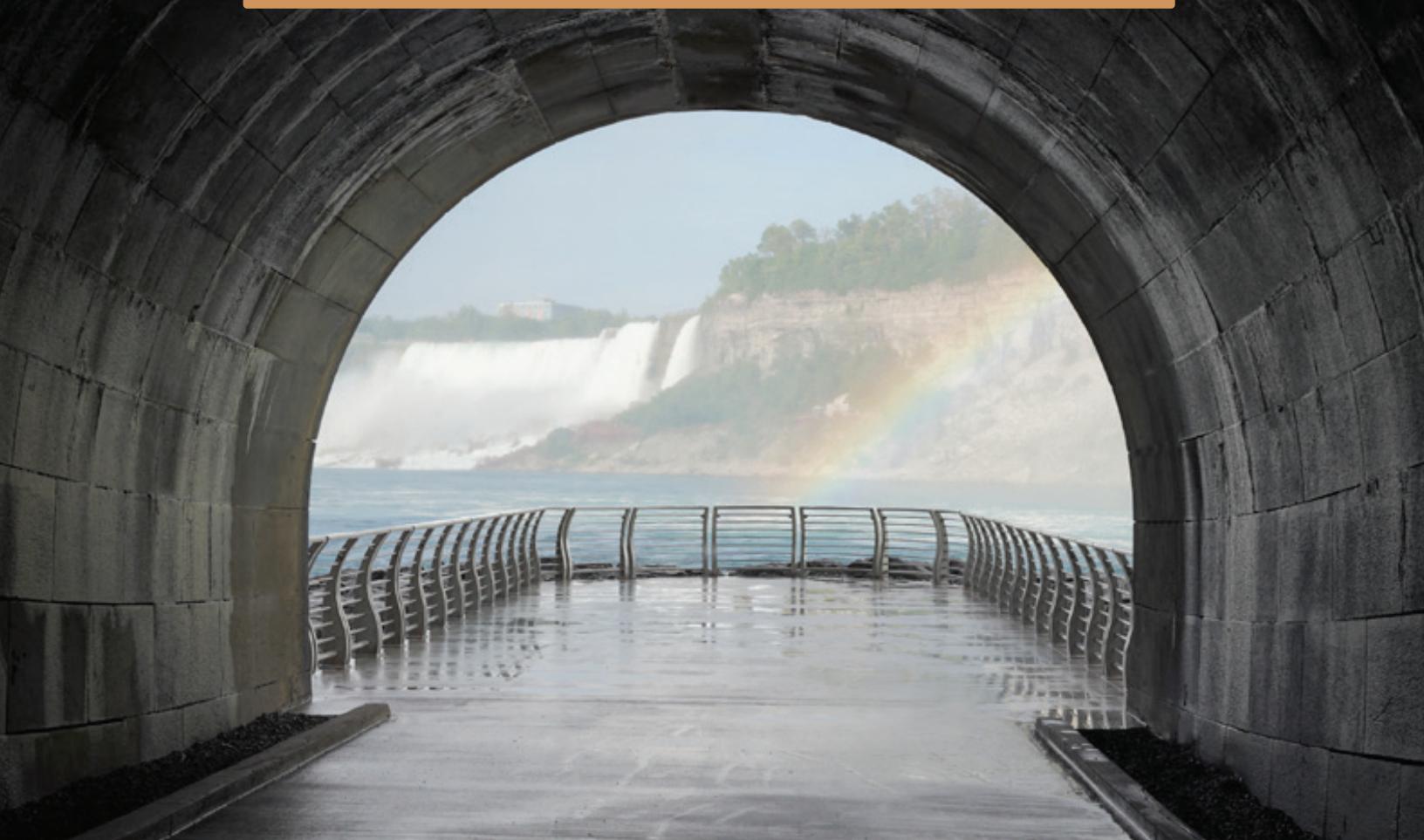
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19th Annual Niagara 40 Under Forty Awards Ceremony



*Business Link Media Group Celebrates Niagara's New Leaders
at 19th Annual 40 Under Forty Awards Ceremony on July 7*

News Release, Niagara Falls - July 8, 2022



The Event Night of the 19th Annual 40 Under Forty Awards Ceremony

JULY 7TH, 2022 – On Thursday night, Business Link Media Group proudly recognized 40 of Niagara's finest at the 2022 Class 40 Under Forty Business Achievement Awards. Over 300 people were in attendance of the 19th annual gala event which took place at the Club Italia in Niagara Falls.

Business Link Media Group was proud to welcome the 2022 Class of 40 Under Forty winners, supportive family members and friends, es-

teemed alumni, and special guests. Masters of ceremony Jessica Potts and Zach Dadson introduced the 40 award recipients, which included a diverse range of local entrepreneurs, business professionals and members of the non-profit sector. A varied range of local politicians, dignitaries and past award-winners including Niagara Falls Mayor Jim Diodati and St. Catharines Mayor Walter Sendzik, MP Tony Baldinelli, MPP Wayne Gates' representative and other alumni were

also in attendance to offer their encouragement to the 2022 slate of winners.

Business Link Media Group would like to congratulate this year's winners and thank everyone who took the time to submit their nominations. The Business Link team would also like to thank its many sponsors and patrons for their ongoing support. These annual awards wouldn't be possible without the generosity of its many businesses and volunteers.



The Interview of the 2022 40 Under Forty Winner



Since 2004, Business Link Media Group has proudly sponsored the 40 Under Forty Business Achievement Awards which recognize 40 businesspeople under the age of 40 for their business success and contributions to the Niagara community. In the past 19 years, Business Link Media Group's 40 Under Forty

Business Achievement Awards have recognized over 760 of Niagara's next generation of business leaders.

Serving the Golden Horseshoe since 2003, Business Link Media Group has evolved from a direct mail B2B publishing company into web 3.0 based, multi-channel networking and promotion marketing company by integrating and offering digital publications, social media marketing, TV programming, community events, international conferences, and blockchain technologies. The firm has also expanded its reach substantially by addressing the growing global and future technology marketplace.

In order to nominate an individual for the 2023 Class of 40 Under Forty Business Achievement Awards, please email info@businesslinkmedia.com or visit <https://businesslinkniagara.com/40-under-forty/>

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Augmented Reality (AR) technology aims to make personal daily interactions more engaging by providing extraordinary experiences overtop of our real surroundings, further blending the lines between virtual and physical realities. This technology allows for endless opportunities to enhance various aspects of your business operations.



SPECIFIC BUSINESS INDUSTRIES TAKING EFFECT

HOW AR IS IMPACTING OUR DAILY LIVES



EDUCATIONAL SYSTEMS

Generally, there are four distinctive types of learning: visual, auditory, reading/writing, and kinetic. The recent transition to online schooling and remote work, two of these four populations were left disadvantaged due to their inherently kinetic styles of learning, coupled with a lack of resources available remotely. Augmented reality brings the tangibility and visual learning aspects back to virtual learning by allowing for 3-dimensional models to be placed in a user's environment, text to be overlayed on top of the user's notebook or allowing students to practice presentation skills in front of live audiences.



TRAVEL & TOURISM

International travelers will most often struggle with language barriers and directing themselves throughout localities. Improving such difficulties could create a sense of comfortability among visitors allowing for increased tourism. Augmented reality technologies could break language barriers between residents and tourists with real time overlays of information. AR glasses can provide immediate directions to any location of your choosing through an overlay of 3-dimensional assets into your perception of reality. This specific example will reduce confusion for tourists who are seeking accurate directions. In addition, augmented glasses provide real time language translation for signage or restaurant menus, which have similar visuals to "subtitles" from television films.

E-COMMERCE



While it's no secret that virtual shopping is gaining traction as the preferred method of purchasing goods, statistics published by the United States of America census Bureau confirm this, revealing that approximately 14% of all retail sales can be attributed to e-commerce transactions. As data transfer speeds increase, and physical storefronts become more of an unnecessary and substantial monthly expense, business owners are demanding more ways to communicate their brand/product with consumers. Augmented reality enables for tangible, memorable, and informative shopping experiences by allowing consumers to visualize goods in natural and familiar environments. Providing a more realistic and detailed look at products can greatly increase customers' purchasing confidence.

EARLY ADOPTERS



Augmented Reality as a technology excels in providing additional visual detail and creating a sense of immersion for the user. When it comes to education, the ability to convey information while maintaining an audience's

attention is critical. This is a fact which the developers of educational music application PlayARLong are very familiar with. Publishing company Drum Tutor aims to utilize interactive AR teaching methods to improve the learning experience for their students. PlayARLong allows users to choose from three difficulty levels while incorporating image targets for the player to "strike" with real drumsticks, which are then translated into musical notes: similarly in practice to the once wildly popular game series Rock Band. These image targets are proving quite popu-

lar among students at Drum Tutor, likely due to the perceived magic of interacting with objects that are not physically present. Additionally, this approach effectively turns practice time into a videogame or competitive challenge, which may encourage repetitive interactions.



Google Maps

Google Maps has already integrated augmented reality into their application, and they are calling it live view, which interactively navigates you to your set location. Once you've pinned your desired destination, simply lift and direct your cellular device at your environment, then granted camera access will display an arrow pointing in the accurate direction. This arrow will appear on your phone but as an overlay in your real-life environment to ensure you are walking on the correct pathway. Special markings will appear as a pop up of knowledge for landmarks, statues, buildings, and more to inform individuals of historical monuments. Google has also added

"Drum Tutor Singapore quotes their founder Chow-Kiat Er stating, "As VR and AR technology continue to evolve and become more accessible, we hope to one day adopt these technological advances to provide introductory training to beginners and enthusiasts. As educators, we can then align our lesson plans to incorporate creative methods like PlayARLong to conduct classes on more challenging topics", says founder Chow-Kiat Er" (Drum Tutor Singapore, 2022).

safety smart features such as large indicators if you are walking the wrong way, as well ensuring you keep your phone down while walking to prevent potential accident's.

"Google also revealed world-scale AR experiences for Google Maps that will greatly improve the street view experience on your mobile device, changing the way you view the world while wearing a pair of Google's AR glasses when they become available." (Carlton, B. 2019).



Niagara based company Let's Nurture is one of the many organizations leading the way towards a future of mass retail AR adoption by implementing the technology into consumer-oriented brands such as LeggingDiva. Let's nurture is credited for successfully launching an augmented reality based smart mirror with features that allow users to mix and match clothing items, customize colors, cross shop between products, and share photos directly to social media platforms the smart mirror also supports photorealistic make-up application, allowing customers to sample product without the need for

allocated demo inventory. By allowing consumers to try on fashion items digitally, chances of theft occurring are drastically reduced, the number of labor hours required to organize a physical location are also largely eliminated. Providing a single area for prospective buyers to find all options also increases the chance that the customer finds a product which suits their needs. This solution eliminates the process of searching through storefronts for specific items or exchanging an item in order to try different color options.

“The applications of Augmented Reality are limitless. Ecommerce businesses can leverage augmented reality development to drive sales, enhance print-media advertising, and replicate in-store experiences, helping them to the top the ladder of the ever-competitive market” (...).



HOW DOES AR WORK?

Augmented Reality (AR) technology function by overlaying information (either 2-Dimensional or 3-Dimensional) on top of the user's real-world surroundings. This can be achieved today using a smartphone or using digital headsets/glasses. As the technology improves, consumer focused AR headsets will increase in popularity, and decrease in price. AR technology is set to take the

world by storm within the coming years, similarly to how the smartphone has defined the 2010-2020 decade. AR experiences may be launched from an application, or webapp (no downloads required). These experiences may also be programmed to activate conditionally, such as within specific GPS locations, or when certain images are detected by the user's camera.

Augmented Reality (AR) technology function by overlaying information (either 2-Dimensional or 3-Dimensional) on top of the user's real-world surroundings.

TECHNOLOGY TO KEEP AN EYE ON

Augmented Reality glasses and wearable devices are about to take the world by storm! Currently under development at Apple, Samsung, Microsoft, Metaverse, Lenovo, Google, and many other companies, are soon-to-be sleek and inconspicuous accessories that will one-day replace most smartphones, to become the primary computing device. Including nearly all standard functionalities of a smartphone, AR headsets will enable a deeper connection between the web-world and real-world, by allowing real time interpretations of data (such as language translations), providing a unique limitless world for creative expression, and enabling more meaningful social interactions online.

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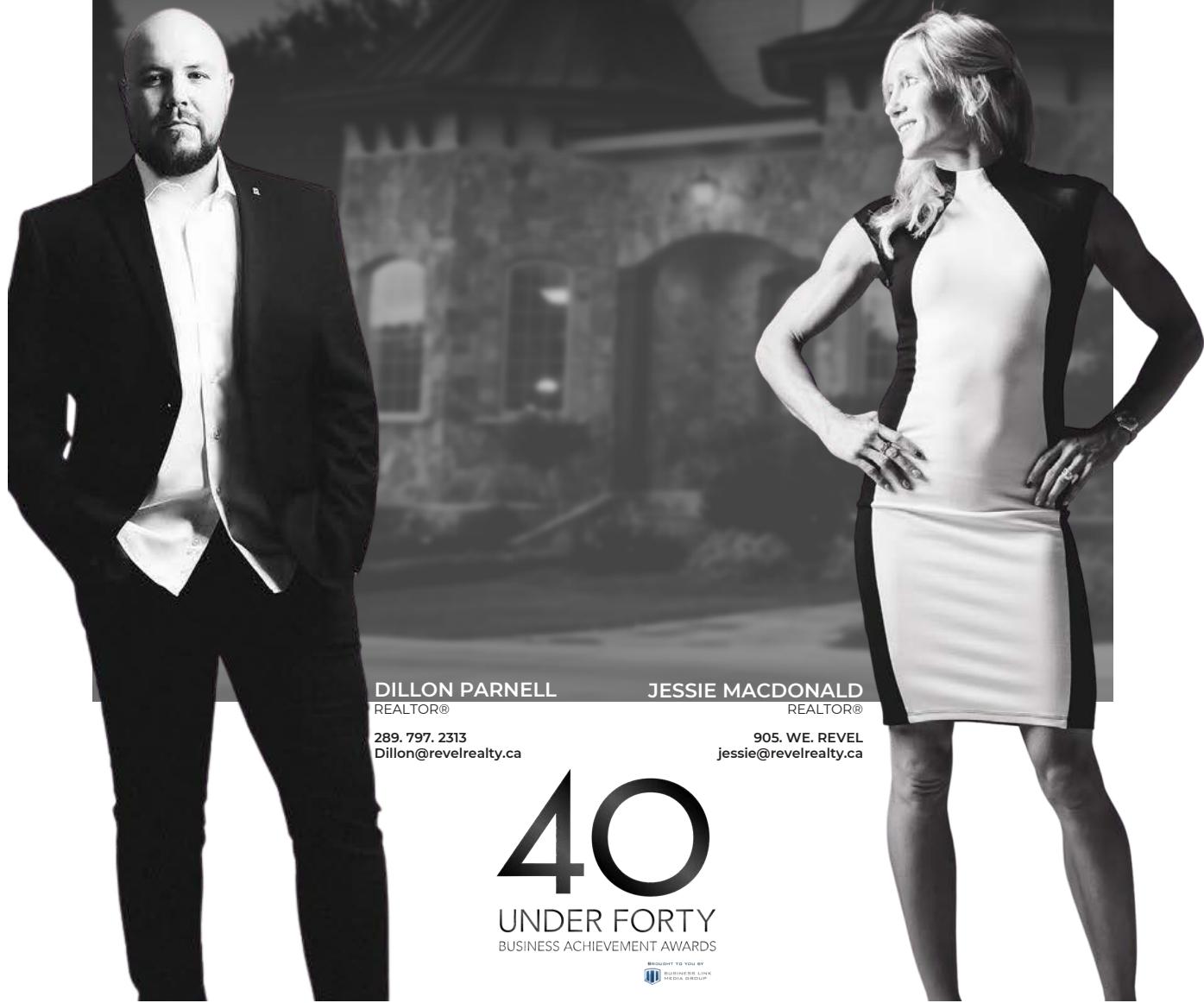
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REVEL congratulates **Dillon Parnell** (Head Coach of Revel Grimsby/Hamilton Escarpment) and **Jessie Macdonald** (Head Coach of Revel St. Catharines) are recipients of the 40 under 40 award, a prestigious Niagara Business Achievement Award appreciating leadership, entrepreneurial spirit, resiliency, sacrifice and the gratitudes of success that result from hard work and determination.

Both Dillon and Jessie are ambitious leaders and high producing REALTORS® who have established formidable reputations in the industry.

At REVEL, we sincerely enjoy celebrating our leaders and their accomplishments, and we wish both Dillon and Jessie many more in the future!



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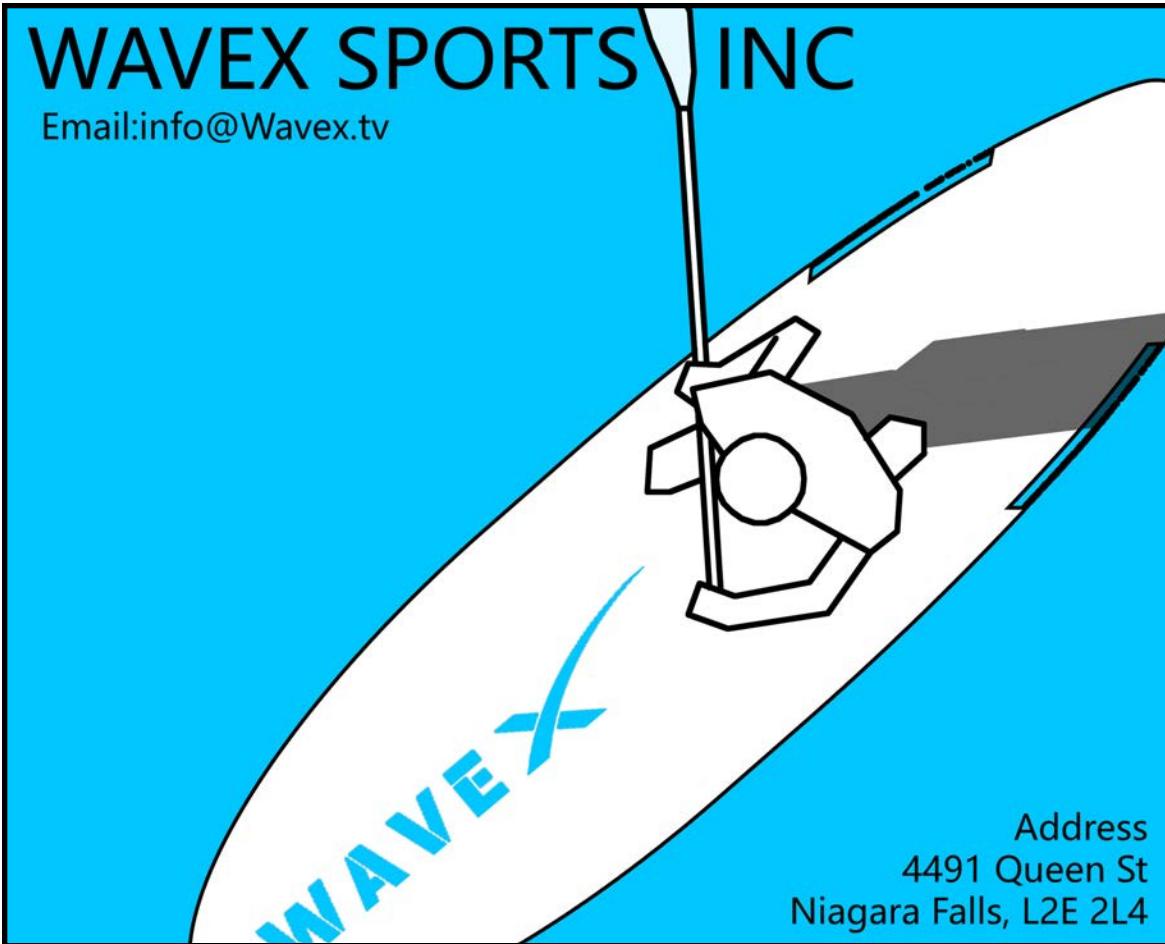
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DAN BORDENAVE

Speaks on Augmented Reality Strategies with Business Link

by Business Link's
Writer Alexis McRoberts
Editor Ashwin Balakrishnan

When we asked Chief Executive Officer Dan Bordenave from the Niagara Region's Spark Innovation Educational Center, about the future of AR technologies, he believes that we are just scratching the surface.

Dan envisions a future where digital interactions serve as a viable alternative to in-person meetings, noting that, "Covid taught us how we can survive - for two years - as a species without needing face-to-face interaction; therefore, within a few short years many people will transition most of their daily activities to the AR/VR world including: shopping, exercise, dating, working, and so much more."

Augmented Reality (AR) solutions allow us to simulate work environments, avatars, and products, with similar levels of detail to real life. AR allows users to enhance certain aspects of real life with additional information or visuals in the form of overlays. One idea that Dan has for AR technologies, is to reach mainstream adoption by introducing the concept within the tourism industry. Similar to the many AR enhanced tourist attractions that Dan has experiences when traveling in Europe, and suggested that, "Having tourist exhibits and tour guides be in AR in Niagara Falls could be a fantastic way to bring AR into the mainstream world and what a perfect place to pilot this opportunity in perhaps one of the most famous and iconic cities in the world."

AUGMENTED REALITY TECHNOLOGY



As less travel restrictions cause more international travel and generate additional foot traffic for the Niagara Region, 2022 becomes the perfect time-period for companies to utilize the guidance that augmented reality can provide for tourists.

Another major focus point of augmented technologies should be on improving patient satisfaction within the healthcare system. This can be achieved using AR to better direct patients around facilities. This may theoretically reduce wait times and simplify the process of seeking assistance within large and complicated facilities.

Dan believes that “Triage in hospitals can be completed using AR, so that patients can be better directed on which facility to go to (i.e., hospital, urgent care, or family doctor) before they make the trip to the hospital.” This functionality can ultimately reduce time spent waiting in the emergency room since individuals will have a better understanding of where they should seek assistance. Doctors could finally see an

end to that endless patient waiting list and actually spend additional time with each patient to formally assess and evaluate for a quality diagnosis.

Considering that doctors have personal lives and families at home, aforementioned patients should not feel completely reliant on a doctor’s

personal knowledge. Rather, one may want to visualize this knowledge for themselves first-hand. Augmented Reality allows individuals to privately view sensitive or personal information, simply through the lenses of one’s glasses. Dan has an idea that, “Prescription bottles should have AR components so that patients know what medication they are taking, contra-

indications, instructions and Frequently Asked Questions.”

Imagine waking up, placing your glasses onto your nose, and seeing a note displayed in thin air reminding you to take your medications, along with the specific medical instructions for usage.

Now, envision a situation farther into the future, where you no longer need to leave your immediate location to receive professional medicare. How can this happen, you ask? Chief Executive Officer of Spark Innovation Educational Center Dan Bordenave imagines, “AR holograms [existing] throughout our lives, from our TV at home being a hologram, to the in-house hologram visits from healthcare professionals.”

Interviewee:
Dan Bordenave

Chief Executive Officer of
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