



Donate in a new **DIMENSION**

YOUR MIXED REALITY ADVENTURE AWAITS

YOU'RE INVITED TO AN EXCLUSIVE MIXED REALITY EVENT!

Versiti has teamed up with Blood Centers of America and Abbott to offer you an immersive, zen-like Mixed Reality experience. Donate blood with Versiti this summer to be one of the first to try the innovative HoloLens 2 technology in action.

TURN MAGIC INTO REALITY

Using hands-free, eye-tracking technology, you and your avatar will enter a new dimension. Imagine planting seeds and bringing nature-inspired holograms to life as you navigate this soothing, interactive environment. Giving blood won't be the same again.

THE FUTURE OF BLOOD DONATION IS HERE

Join us for an exclusive Mixed Reality event. Make an appointment to donate blood in Mixed Reality:
Versiti.org/mixedreality

WHAT IS MIXED REALITY?

Mixed reality is similar to virtual reality but allows users to see the real world around them as they immerse themselves in a digital world (whereas in virtual reality, users only experience the digital world). Our Mixed Reality journey uses Microsoft HoloLens 2, the world's first self-contained holographic computer, enabling hands-free interaction with three-dimensional digital objects and a library of applications. Donors are offered a quick tutorial on the headsets and the mixed reality world prior to use. The headsets can be adjusted for each donor's comfort and are easily integrated into the donation process.

PRESENTED BY  **Abbott**

 **BCA**
Blood Centers of America

 **versiti**