OmniSight: AR Networking Intelligence - Feasibility & Deployment Dossier

Vision & Value Proposition

The Future of Event Interaction

OmniSight shifts the event's role from a physical gathering to an intelligent, data-rich experience where every interaction is intentional and informed.

Deeper Attendee Engagement: Removes the 'awkward first five minutes' of networking by providing instant conversation starters and professional context.

Measurable Outcomes: Captures real-time interaction heatmaps and networking flow data, providing organizers with concrete ROI metrics beyond simple attendance counts.

Sponsor & Exhibitor Value: Offers sponsors a high-tech activation that ensures their team identifies and engages with the highest-priority prospects instantly.

Beyond the Event: Interactions are logged into a digital 'memory,' allowing for personalized post-event follow-ups based on actual conversation topics.

Scalability: Functions as a VIP-only service for intimate board meetings or as a widespread tool for large-scale tradeshow floor management.

Attendee & Stakeholder Impact

The High-Value Attendee: An executive looking to maximize a 4-hour window at a conference.

Pain Point: Wasting time in superficial conversations with people outside their strategic interests.

Impact: 'I saw exactly who I needed to talk to across the room, and I knew their latest project before I even said hello. It made my time 3x more productive.'

The Event Host/Concierge: Responsible for making VIPs feel recognized and cared for.

Pain Point: The cognitive load of remembering 200+ faces, names, and specific needs (like dietary restrictions).

Impact: 'I could greet every VIP by name and mention their bread allergy before they even asked. The level of hospitality felt like magic.'

The Data Privacy Officer (Non-Obvious): Ensuring the event meets strict compliance standards for biometric data.

Pain Point: The legal risk associated with facial recognition and attendee consent.

Impact: 'Because the system is opt-in and processes data locally, we met GDPR standards while still delivering a cutting-edge experience.'

Feasibility Assessment

A. Technology Readiness

TRL Level: 5

The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

Current Status: Facial recognition and AR glasses (like Xreal or Magic Leap) are mature, but the real-time integration with event CRMs in a low-latency environment is still in the 'validated in relevant environment' stage.

Validation Needs: Must be stress-tested for varied lighting conditions (dim ballrooms vs bright stages) and patchy conference WiFi.

B. Operational Feasibility

BRL Level: 3

The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup Complexity: Requires a dedicated local server (edge computing) to ensure zero-lag recognition and high-security data handling.

Reliability: The primary failure mode is battery life and hardware comfort; a secondary 'mobile-app-only' mode is necessary for redundancy.

Data Privacy: Requires a robust 'Opt-In' gate during the registration process to ensure 100% legal compliance.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation

Develop a mobile-phone-based 'point and recognize' version. Test internally with 20 staff members at a controlled 'mock' networking event to refine data overlay UI.

Phase 2 — Controlled Live Pilot

Deploy to a 'VIP Concierge' team of 5 people at a high-stakes leadership summit (100 attendees). Focus on hospitality (names and dietary needs) rather than full networking.

Phase 3 — Iterate & Validate the Business Model

Introduce a 'Sponsor Edition' for exhibitor booths. Measure whether the tech increases lead quality and speed of engagement.

Phase 4 — Scale & Ecosystem Integration

Full API integration with Cvent/Eventbrite. Launch the 'Attendee Version' for premium ticket holders at a major tech conference (2,000+ people).

Strategic Launch & Market Integration

Strategic Partnerships: Partner with premium AV production houses and registration platforms (Cvent) to offer OmniSight as a 'Platinum' add-on for high-budget events.

Rollout Strategy: Focus on the 'Concierge' use case first. One successful case study of a CEO receiving 'flawless' hospitality is more powerful than a feature list.

Macrotrend Alignment: Aligns with the 'Intelligence Generation' trend—events are no longer about just showing up; they are about high-speed, data-enabled value creation.

Next Step: Identify a hardware partner for AR glasses and conduct a 1-day 'latency test' using your existing attendee registration database to see how fast the AI can match faces in a crowd.