

2016 Creative STORAGESM CONFERENCE

June 23rd 2016 at the DoubleTree Hotel, Culver City, California



Roy Taylor, Corporate Vice President and Head of Alliances, Radeon Technologies Group, AMD

TITLE: The Road to Reality

ABSTRACT

How Consumer Expectation in VR Will Drive the Next Trillion-Dollar Industry. Following is a description of his talk: Consumers are finally able to experience VR with the long-awaited launch of headsets and controllers. Users are transported to new worlds in a way unimaginable not long ago. Now a new set of questions must be answered: How fast can the burgeoning content-creation community supply consumers' and business' voracious VR appetites? How quickly will the technology evolve to meet increasing expectations? How can the industry take full advantage of this medium? Find out in this keynote talk.

BIOGRAPHY

Roy Taylor is Corporate Vice President and Head of Alliances at Radeon Technologies Group, AMD. He is responsible for a global team managing all aspects of the AMD ecosystem and external relations. In his current role, Taylor manages AMD relations with Microsoft, Google, major games publishers and developers. In VR he heads up partnerships with film, broadcast, gaming, academia, industry as well with Oculus, HTC/Valve and others.

Taylor joined AMD in 2013. A 25-year veteran, Taylor has had a multi-faceted career as a technology evangelist, content strategist and entrepreneur in both start-ups and established companies. Taylor was also the founder of nvidia in Europe.

An avid gamer and IT enthusiast, Taylor started his career in the component distribution business.