

AT&T Innovations

Transforming Businesses with 5G and Magic Leap's Spatial Computing



With the potential of 5G in our sights, and the rate of change in turbo mode, we are truly living in a “phygital” World – where the physical and digital are seamlessly intertwined.

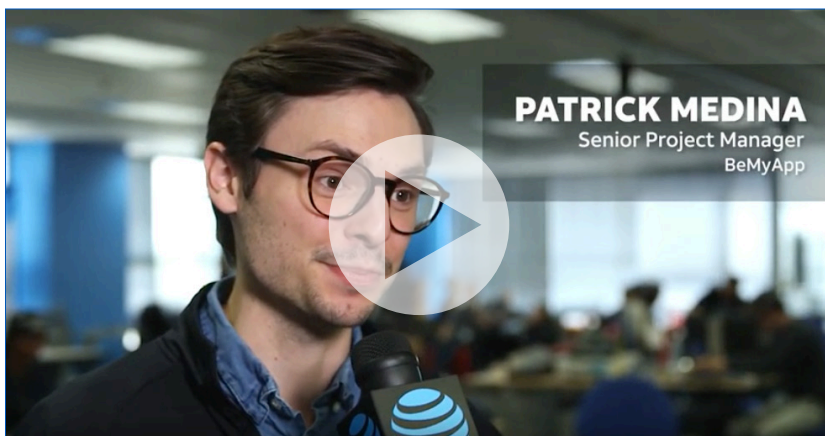
The phygital experience gained popularity on social media platforms – like being able to superimpose an animal nose and ears on your head. And cutting-edge technologies like 5G are enabling us to expand the phygital world even further.

But entertainment isn't the only area where this technology has possibilities. Recently, AT&T Business decided to push the limits to see how we could make the phygital world work for business by combining spatial computing with our ultra-fast 5G millimeter wave technology at our inaugural AT&T Business Hackathon with Magic Leap.

AT&T Business Hackathon with Magic Leap

If you're not familiar with Magic Leap One, it's an absolutely amazing technology. If you see the hardware from across the room, you might think virtual reality goggles. But on close inspection, they are smaller, sleeker, and less obtrusive. And when you put them on, you quickly realize they are something quite different.

Magic Leap One is actually a spatial computer in the form of a lightweight, wearable device that enables you to see and interact with digital content in the world around you while also seeing your actual physical surroundings!



At the AT&T Business Hackathon, we saw developers create applications to improve businesses in a number of key areas: healthcare, retail, finance, and manufacturing. The results were amazing – and a key glimpse into how this technology will be woven into the fabric of businesses that we interact with every day.

[Learn more about the AT&T Business Hackathon with Magic Leap here.](#)

[Watch: AT&T Business and Magic Leap Host Spatial Compute Hackathon](#)