

THE NEXT (BIG) THING

Mac & i has been following Apple's entry into the world of extended reality from the very beginning: We are now shedding light on the latest developments surrounding Apple's new platform, including its impact on the IT industry and society.



Keyfacts

Frequency	fortnightly, on Thursday
Ø length	30 minutes
Host	Leo Becker, Mark Zimmermann
Target group	Men, 30 - 59 years
Theme cluster	Economy & Technology
Reading	Presenter-Read

