

Niantic CEO John Hanke to discuss Pokémon Go, Augmented Reality and engaging patients to managing their health

Technologist to speak on how ordinary technology can be applied to Digital Orthopaedics

SAN FRANCISCO, Nov. 30, 2016 – The [UCSF Digital Orthopaedic Conference San Francisco](#) is pleased to announce that John Hanke, CEO of Niantic, Inc., the company that created Pokémon Go, will be a keynote speaker at the conference, which is set for Jan. 8, 2017 in San Francisco.

The success of Pokémon Go, the game in which players try to capture collectible characters from the popular Japanese cartoon franchise, represents how new technology — in this case, augmented reality or "A.R." -- fuses digital technology with the physical world — to break from a niche toy to something much bigger.

Using a combination of ordinary technologies built into smartphones, including location tracking and cameras, the game encourages people to visit public landmarks, seek virtual loot, and nab exotic monsters.

Can this technology be applied to Orthopaedics?



John Hanke

Niantic's Hanke will discuss how Augmented Reality can be applied to the future of digital health, and specifically to the field of orthopaedics.

"UCSF is thrilled to have John Hanke talk about ways in which we can adapt Augmented Reality to create digital health solutions," said Dr. Stefano Bini, MD, who will moderate the discussion.

Augmented Reality -- which differs from virtual reality (VR) in that the latter creates a 3D world completely detaching the user from reality -- is unique in that users do not lose touch with reality and it puts information into eyesight as fast as possible.

"These distinctive features enable AR to become a driving force in the future of medicine and how it can be used to engage patients to manage their musculoskeletal health," Dr. Bini added.

To learn more, visit docsf.ucsf.edu.

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AR products out there or coming in the near future

- [Anatomy 4D](#) visualizes detailed bone structures and organ systems when the device is pointed at special downloaded templates
- [AccuVein](#) helps providers locate patients' veins more accurately for injections
- [VA-ST](#) is helping those with impaired vision to see
- [Brain Power](#) is working to teach life skills to children and adults on the autism spectrum
- [Eye Decide](#) allows healthcare professionals to demonstrate how certain conditions impede eyesight

- [Surgical Navigation Advanced Platform \(SNAP\)](#) lets physicians demonstrate their plans for a surgery
- [Saagara](#) is aimed at improving individuals' overall physical/mental health and well-being using AR technologies
- [VR Dentist](#) is a dental app that uses virtual and augmented reality for educational purposes
- [smARtsKin](#) (in development) superimposes relevant patient contours onto real-time camera feeds of patients undergoing radiation therapy

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