

Technologists From Universal Destinations & Experiences and Amazon Web Services Will Headline a Discussion on Immersive Experiences at InfoComm 2025

FAIRFAX, Va., May 20, 2025 /PRNewswire/ -- [InfoComm 2025](#) will present "Experience Economy: How Technology Is Shaping the Next Generation of Immersive Experiences," a panel discussion featuring leaders working on the cutting edge of personalized immersive experiences. On Wed., June 11 at 11 a.m., Dang Ly of Universal Destinations & Experiences and Jeff Zabel of Amazon Web Services (AWS) will join moderator Todd Houglund of Ripley Entertainment to share insights from the worlds of theme park, media and entertainment, and gaming that pave the way for immersive entertainment in the digital age.

"Creating immersive experiences is more important than ever if you want to leave an impression on your audience."

InfoComm 2025, produced by the Audiovisual and Integrated Experience Association (AVIXA), takes place this June 7-13 (exhibits June 11-13) at the Orange County Convention Center in Orlando, Florida.

"Creating immersive experiences is more important than ever if you want to leave an impression on your audience. In the era of rapidly advancing technology, the pro AV industry has the power

to deliver sights and sounds at an incredible level," said Jenn Heinold, Senior Vice President, Expositions, Americas, AVIXA. "Our panelists from Universal Destinations & Experiences and AWS are positioned at the pinnacle of the convergence of immersive experiences and technology. Their pioneering work will inspire the InfoComm audience to push the boundaries of possibilities."

Dang Ly serves as Senior Vice President, Chief Technology Officer at Universal Destinations & Experiences in Orlando, Florida. He has led award-winning IT initiatives at Universal Beijing and currently oversees the company's digital experiences and business operations throughout North America and Asia.

Jeff Zabel joined Amazon Web Services (AWS) with a wealth of experience as an entrepreneur and business leader with a background in mechanical, electrical, and computer engineering. His work in immersive technology has contributed to numerous cutting-edge technologies such as CarPlay and Android Auto for companies such as BMW and eBay. He currently serves as Global Industry Specialist for AWS.

Todd Houglund is Senior Director, Design and Development at Ripley Entertainment Inc, leading a team of designers, architects, and project managers in the development of numerous Ripley's projects around the world. He is the current Chair of the International Association of Amusement Parks and Attractions (IAAPA) Global Professional Development and Certification Committee. His experience encompasses more than 35 years in the global theme park and attractions industry.

"[Experience Economy: How Technology Is Shaping the Next Generation of Immersive Experiences](#)" takes place Wednesday, June 11 at 11 a.m. in the Valencia Ballroom (W415AB) at the Orange County Convention Center and is free to attend for anyone with an InfoComm registration.

To learn more about InfoComm 2025 and register, visit www.infocommshow.org.

Download:

[InfoComm 2025 logo](#)

[Dang Ly headshot](#)

[Jeff Zabel headshot](#)

[Todd Houglund headshot](#)

InfoComm 2025 is sponsored by Headline Partner Shure Incorporated.

For ongoing conversations and news about InfoComm 2025, visit the [InfoComm room](#) on [AVIXA Xchange](#), a unique community for the AV industry that connects thought leaders, industry-leading solution providers, and innovative manufacturers with AV solution seekers.

About InfoComm

InfoComm is the largest technology exhibition and conference in North America focused on the pro AV industry. The exhibition is produced by the Audiovisual and Integrated Experience Association (AVIXA) and currently ranks as the 35th largest trade show in the United States by *Trade Show Executive*. In addition, AVIXA and its partners produce a global portfolio of trade shows and conferences, including InfoComm América Latina; InfoComm China; InfoComm India; InfoComm Asia; Integrate (Australia); and Integrated Systems Europe.

About AVIXA

AVIXA is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 3,000 enterprise members representing over 20,000 AV professionals, including manufacturers,

systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit www.avixa.org.

SOURCE AVIXA

For further information: Krystle Murphy, Director, Communications, AVIXA, kmurphy@avixa.org, +1.703.279.6366

Additional assets available online:  [Photos \(1\)](#)

<https://infocomm.vporoom.com/2025-05-20-Technologists-From-Universal-Destinations-Experiences-and-Amazon-Web-Services-Will-Headline-a-Discussion-on-Immersive-Experiences-at-InfoComm-2025>