



## VisionDevCamp to Launch in Early 2024, Bringing Developers Together to Create Innovative Apps for Apple Vision Pro and visionOS

*The event, founded by the team that created the successful iPhoneDevCamp, iPadDevCamp, and iOSDevCamp developer event series, will focus on Apple's first spatial computer*

**SAN FRANCISCO, Nov. 15, 2023** – VisionDevCamp ([visiondevcamp.org](https://visiondevcamp.org)), a not-for-profit developer event focused on creating applications for Apple Vision Pro and visionOS, announced its launch today under the direction of the all-volunteer team responsible for iPhoneDevCamp, iPadDevCamp, and iOSDevCamp. Attendees of the upcoming VisionDevCamp are encouraged to develop native visionOS, Unity PolySpatial, and web applications during the event for Apple Vision Pro, Apple's first spatial computer.

VisionDevCamp will be held in the San Francisco Bay Area shortly after the US launch of Apple Vision Pro, expected to be in the first quarter of 2024. The event date and venue will be announced after Apple announces the release date of Apple Vision Pro. Developers, designers, entrepreneurs, and enthusiasts can sign up now on the VisionDevCamp website to be notified when registration is open for the event.

With the upcoming launch of Apple Vision Pro and visionOS, the team responsible for a successful series of iPhone, iPad, and iOS developer events is reuniting to celebrate and support the launch of Apple's newest platform. "Apple Vision Pro and visionOS will be transformational in bringing the promise of spatial computing to both consumers and enterprises," says [Raven Zachary](#). "We're excited about returning to our developer evangelism roots to create a not-for-profit developer event for Apple's spatial computing platform."

Zachary is one of the founders of VisionDevCamp and was an original founder of iPhoneDevCamp in 2007. He's the Chief Operating Officer at ARound, an augmented reality company focused on live events. He joined ARound through Stagwell's acquisition of Object Theory, a leader in creating custom augmented reality applications for businesses using wearables, smartphones, and tablets. Object Theory was a Fast Company "Most Innovative Virtual/Augmented Reality Companies" recipient and one of the first Microsoft agency partners for HoloLens.

Prior to founding Object Theory, Zachary spent eight years in the mobile app industry. In 2008, Zachary was the director of the official Obama '08 iPhone app for the Obama Campaign, which led to the formation of Small Society, an iOS app development company. He was responsible for launching iPhone & iPad apps for Starbucks, Zipcar, Whole Foods Market, the Democratic Party, Amazon, and many other

well-known brands. In 2012, he sold Small Society to Walmart, where he directed the mobile product management team, launching a dozen mobile apps and sites for the world's largest company.

"Our goals remain faithful to our prior events, this time focused on developing applications for Apple's newest platform," said [Dom Sagolla](#). "We do this because we are inspired by Apple Vision Pro and visionOS. We hope you'll join us at our event in early 2024."

Sagolla is one of the founders of VisionDevCamp and was an original founder of iPhoneDevCamp in 2007. He is a veteran of three decades in computing platform shifts, from mainframe to personal, web, mobile and now AI and spatial.

Dom helped create Twitter, an experience he wrote about in his book "140 Characters: A Style Guide to the Short Form" (Wiley 2009). He has also contributed to Macromedia Studio, Adobe Creative Suite, and many influential apps such as the official Obama '08 iPhone app. Co-founder of the world's most prolific hackathon known as Developer Camp, Sagolla has advised mega-hits like GetAround (\$GETR), FoodSpotting (now OpenTable), Tapulous (now Disney), Small Society (now Walmart Labs), and Block, Inc. (formerly Square \$SQ).

Zachary, Sagolla, and the other event staff are all unpaid volunteers with 100% of the registration and sponsorship dollars allocated to operating expenses.

Learn more about VisionDevCamp at [visiondevcamp.org](https://visiondevcamp.org).

### **About VisionDevCamp**

VisionDevCamp is a not-for-profit developer event focused on creating applications for Apple Vision Pro and visionOS. Attendees are encouraged to develop native visionOS, Unity PolySpatial, and web applications during the event. VisionDevCamp will be held in the San Francisco Bay Area shortly after the US launch of the Apple Vision Pro, expected to be in the first quarter of 2024. The final event date and venue will be announced later. The event is hosted by the all-volunteer team responsible for iPhoneDevCamp, iPadDevCamp, and iOSDevCamp. For more information, visit [visiondevcamp.org](https://visiondevcamp.org).

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High-resolution VisionDevCamp logos available at: <https://visiondevcamp.org/press>

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