

Augmented Reality Event Schedule (updated 1-June-2010)

| Timeline | B - Business Track Ballroom H | T - Technology Track Room 203 | P - Production Track Room 209 |
|---------------------------------------|--|--|--|
| Day One - Wednesday 2-Jun-2010 | | | |
| 8:15-9:00 am | (G0) ARE 2010 Press Conference (by Ryan Wagner) - Opportunity for AR companies to announce new products with major tech media (room 209) | | |
| 9:00-9:45 am | (G1) Keynote: Bruce Sterling (Main Theater) | | |
| 9:45-10:00 am | Walk to sessions | | |
| 10:00-11:30 am | (B2) The AR Market: Today and in the Future Lester Madden (Augmented Planet)- The Mobile Augmented Reality Landscape Matt Szymczyk (Zugara) - Building Business Models around E-Commerce And AR Ben Newhouse (Aria) - Start up in the AR industry? | (T18) Augmented Reality Browsers Martin Lechner (Mobilizy) - Shaping the Future of AR - Ideas, Tools and Risks Dana Farbo (Acrossair) - Acrossair AR Browser Peter Meier (Metaio) - Developing Junaio social AR browser Dave Elchness (Iryss) - What is Tagwhat Claire Boonstra (Layar) - Developing AR Layers | (P27) AR in New Media and Marketing Brian Selzer (Ogmento) - AR, the power of real world gaming Noora Guldemond (metaio) - The evolution of Augmented Reality campaigns Ivan Franco (YDreams)- AR in entertainment Greg Davis (Total Immersion) - Emerging interfaces and formats in AR |
| 11:30-12:00 | Networking break | | |
| 12:00-1:00 pm | (B3) AR business models and opportunities Maarten Lens-FitzGerald (Layar) - AR and the mass-market business opportunity Andrea Carignano (Seac02) - Publish AR without programming | (T17) Introduction to AR tools Mark Billinghamurst (HIT Lab NZ) - Bringing AR to the Masses Daniel Wagner (Qualcomm) - Enabling techniques for AR on mobile phones David Lee (Zenitum) - AR: Beyond Apps | (P28) AR Production Survey Report Chris Cameron (ReadWriteweb): Augmented Reality for Marketers and Developers - Analysis of the Leaders, the Challenges and the Future. Followed by panel with Brian Selzer , Noora Guldemond , Ivan Franco , Greg Davis |
| 1:00-2:00 pm | Lunch | | |
| 2:00-2:45 pm | (G5) AR Startup Launch Pad by VentureBeat (Main Theater) Five startups present business models and products in front of a panel: Cole Van Nice (VC at CVP), Jay Wright (Qualcomm), Di-Ann Eisnor (Chairman of Platial)- and moderated by JP Manninen (VentureBeat). Winner award: "ARE Best startup" and a \$10,000 prize ! | | |
| 2:45-3:00 pm | Walk to sessions | | |
| 3:00-3:30 pm | (B6) Fund your AR Startup Cole Van Nice (Chart Venture Partners) - Building a Successful Company in the AR Space | (T20) Enabling Technologies for AR apps I Tish Shute (UgoTrade)- ARWave: Federation and Mobile Social AR Anselm Hook (Maker Lab) - AR and Real Time Brokerages | (P29) - AR Apps for Experiential Learning Christopher Stapleton (Simiosys) - Mixed Reality Experiential Learning Landscapes: Telling a Big Story in a Small Space |
| 3:30-4:00 pm | Networking break | | |
| 4:00-5:00 pm | (B7) AR for Life and Beyond Christopher Stapleton/Nassir Navab (TU Munich) - AR for Computer Assisted Interventions: motivation, inventions and first clinical trials Sean White (Nokia) - How AR can save the planet Stephane Cheikh (SITA Labs) - Airline AR application to increase revenue by pushing flight deals & offers | (T21) Enabling Technologies for AR apps II Rob Grant (Occipital) - The Camera as an Orientation Sensor Anthony Fassero (Earthmine) - 3D platforms for outdoors augmented reality Dave Murphy (Nokia) - Ins and Outs of implementing AR apps on Nokia Mobile phones Steven Feiner (Columbia University) - The future of AR | (P30) AR in ART Introduction of Art concepts behind the art works and performances presented at the Art gala Helen Papagiannis (Artist) Paige Saez (Artist) Fernando Nabais (Ydreams/Artist) - AR on stage. From Pepper's ghost to the HoloStage Eric Gradman (Artist) - Cloud Mirror Jeremy Hight (Artist) - Augmented Narratives |
| 5:05-5:40 pm | (G8) Keynote: Will Wright (Main Theater) | | |
| 5:40-7:00 pm | (G9) Reception, Drinks and Art Gala (Near Main Theater) Art works and performances by artists: Helen Papagiannis , Eric Gradman , Christopher Manzione (The Virtual Public Art Project) and Daniel Rozin | | |
| 7:00-8:30 pm | (G10) "The Auggies" - a demo-jam session (Main Theater) Teams compete for the coolest 4 min. AR demo. An expert panel: Bruce Sterling , Jesse Schell , Mark Billinghamurst comment on demos American Idol-style. Winners determined by the audience and receive the prestigious "Auggies Award." | | |

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| Day Two - Thursday 3-Jun-2010 | | | |
| 9:00-9:45 am | (G11) The AR Titans: Showcase of the latest from the greatest: Bruno Uzzan (Total Immersion) and Peter Meier (Metaio) (Main Theater) | | |
| 9:45-10:00 am | Walk to sessions | | |
| 10:00-11:00 am | (B12) AR in Marketing and advertising Nitin Samani (Augmented Planet) - Pitching to creative advertising agencies; our experiences Chris Grayson (Gigantico) - Mobile Media and Out-of-Home advertising Camilla Grey (Moving Brands) - Living Identity Takahito Iguchi (Tonchidot) - AR for retail, museums, tourisms, games, and more | (T22) Foundation for Next-Gen AR Gene Becker (Lightning Laboratories) - Augmented Reality and Ubiquitous Computing Mike Liebhold (IFTF) - Shaping the Future of AR - Ideas, Tools and Risks Damon Hernandez (Web3D) - Standards for Mixed Reality Sophia Parafina (locativemedia.org) - Open Source Mobile Augmented Reality <hr/> (T23) Shailesh Nalawadi (Google) Google Goggles and Visual Search Derek Smith (Simple GEO) | (P31) AR Goes to Hollywood Kent Demaine (oooi) - Taking Hollywood Visual Effects spectacle out of the theatre and into your world Jarrell Pair (LP33.tv) - Augmented Reality in Music Entertainment: Then and Now Brad Foxhoven (Ogmento) - Augmenting Hollywood |
| 11:00-11:30 | Networking break | | |
| 11:30-12:15 pm | (G13) The Future of AR Hardware (Main Theater) Panel moderated by Joe Ludwig with participation by Jay Wright (Qualcomm), Ashley McCorkle (Intel), Keith Galocy (Nvidia), Albert Heekwan Kim (Zenitum) | | |
| 12:15-1:30 pm | Lunch | | |
| 1:30-2:15 pm | (B14) The Future of AR Glasses Panel moderated by Yohan Baillot (independent) with: Paul Travers - CEO, Vuzix Kayvan Mirza - CEO and CoFounder of Optinvent Jonathan Waldern - Founder and CTO, SBG Labs Dan Cui - SVP of World Wide Sales, MyVu Dr Ozan Cakmakci - Optical Engineer, ORA Douglas Magyari - CEO, Immersion Intl. | (T25) Best Practices in AR Webcam apps James Alliban (Skive) Blake Callens (Zugara) Patrick O'Shaughnessey (Patched Reality) | (P33) User Interface in AR Tony Fernandes (theUEgroup) - The new face of UX: standard interactions with AR Clark Dodsworth (Osage) - Context Is King: AI, Saliency, and the Constant Next Scenario whurley (Chaotic Moon Studios) - Advanced User Interfaces for AR |
| 2:15-2:30 pm | Networking break | | |
| 2:30-3:30 pm | (B15) Round Table: The Social Impact of AR Moderated by Dan Romescu (Augmented Citizen) and Brendan Scully (Dartmouth College and Duke University) | (T26) AR Solutions at Work Keith Klemba (SAP) - Augmented Reality and Avatars at Work Joseph Juhnke (Tanagram Partners) - Aiding Complex Decision Making in the Military Through Augmented Reality Pamela Kerwin (Geo vector) - Commercial User of AR in the Tourist Industry | (P34) Developing AR Games Joe Dunn (e23 Games) - Design Criteria for a Social Augmented Reality Game Blair MacIntyre (GA Tech)- Developing AR apps and games Ori Inbar (Ogmento) - Post Mortem: The first AR learning game for the iPhone Lake Watkins (XMG) - Pandemica: AR Game for the iPhone |
| 3:30-4:00 pm | Networking break | | |
| 4:00-4:20 pm | (G4) Keynote: Blaise Aguera y Arcas (Microsoft) - Bing Maps and Augmented Reality (Main Theater) | | |
| 4:20-5:20 pm | (G16) Marco Tempest - AR Magic Projection, Jesse Schell - The Gamepocalypse, and ARE Wrap up (Main Theater) | | |