

VIRTUAL REALITY SYMPOSIUM



Unlocking VR To Increase Immersive Experience And Commercial Viability

2 DAY STRATEGIC CONFERENCE
17TH-18TH NOVEMBER 2016
SINGAPORE

16th Nov - Exclusive Site Visit @ EON Reality!
Limited Spaces Only SEE PAGE 2 FOR MORE DETAILS

Key Conference Highlights:

- **Market Potential** - Gaining size and forecasted growth of virtual market in Asia, overcoming the issue of skilled manpower and medical implications of VR
- **Content Development** - Understand the importance of content to design seamless, immersive and interactive VR media
- **Software and Audio Development** - Assessing the latest developments in software and audio to boost market reach
- **Hardware Development** - Identify the latest developments in the VR devices such as graphic cards, head mount devices, and cameras
- **Practical Case Studies** - Evaluate the success stories of VR in gaming, entertainment, training, real estate, automobile, tourism and advertising
- **Roundtable Discussions** - Brainstorm and problem solve with peers from across the VR ecosystem in small groups, bring real-life challenges to the table, and take-away fresh new solutions to support your implementation objectives

Confirmed Speakers Include:

KEYNOTE SPEAKER:

Manuel Clement, VR Designer & Prototyper,
Google VR

Sridhar Sunkad, Managing Director,
EON Reality Inc.

Anand Gandhi, Founder,
CEO Memesys Lab

Dr. Yiyu CAI, Associate Professor,
Nanyang Technological University, Singapore

Tim Page, President & Co-Founder,
Two Worlds Entertainment

Jon Griffin, Creative Director, **IcebergX**

Maurizio Barbieri, Global Head of
Football Partnerships, **Ballr**

and many more...

Sponsorship Opportunities:

Hubert Sosnowski | T+48 (0) 616 46 7059 | E: hubert@acieu.net

ACI is delighted to bring you the **Virtual Reality Symposium (VRS) 2016** – a high-level strategic conference focused on the potential of the virtual reality market in Asia specifically!

Virtual reality (VR) has been touted as the "next big thing" for decades. However, VR technology never advanced enough to create a seamless immersive experience. Recent developments in graphics, motion sensors, and mobility have now finally paved the way for a new wave of VR devices extending applications of virtual reality from gaming and entertainment to training and the real estate, automobile, tourism and advertising industries.

Attend VRS 2016 to unlock virtual reality complexities to create a seamless immersive experience and improve commercial viability in your business! This programme has been thoroughly researched with representatives from local and international markets to bring you two intensive days of insights, analyses, benchmarking and facilitated networking.

Key Highlights of the Conference

- **Market Overview** - Gain size and forecasted growth of virtual market in Asia, overcoming the issue of lack of skilled manpower in VR and medical implications of VR
- **Content Development** - Understand the importance of content to design seamless, immersive and interactive VR media
- **Software and Audio Development** - Assessing the latest developments in software and audio to boost market reach of VR
- **Hardware development** - Identify the latest developments in the VR devices such as graphic cards, HMD and cameras
- **Practical Case studies** - Evaluate the success stories of VR in gaming, entertainment, training, real estate, automobile, tourism and advertising

Who Will Attend?

CEO's, Founders, Directors, VP, Director, General Manager, Head Marketing and Digital Marketing

Industries: Gaming, Entertainment (Media Owners, Broadcasters, Production House), Travel and Tourism, Real Estate, Automobile, Training, Advertising and VR Start-ups

Opportunities to Meet your Target Audience:

Sponsoring or exhibiting at VRS 2016 is an excellent way to promote your business to a highly targeted group of key decision makers with a specific interest in **Headset Manufacturers, Graphics cards, Video Capture/Cameras, Input Devices, Mobile companies, VR glass/spectacle manufacturers, Chip Manufacturers, VR desktop manufacturers, VR Softwares and VR Services**. We have a range of business development, marketing and sales solutions that will be tailored to specifically deliver on your business objectives. Contact **Vivek Hankare** on +91 20 6527 2807 or vhankare@acieu.net

Exclusive Site Visit—Wednesday 16 Nov 2016

During the afternoon of Wednesday 16th November a limited number of conference attendees will have the opportunity to experience VR at EON Reality's ultra modern lab

There is no extra charge to attend the site visit. Please register your attendance for the site visit when booking for the conference.

Schedule of Site Visit:

- 14:30 – Departure from the conference hotel to EON Reality
- 15:00-15:30 Arrival of guests, registration and refreshments
- 13:30-15:45 Address by Sridhar Sunkad, MD, EON Reality
- 15:45-17:30 History of EON Reality, Customers Testimonials demos in Aerospace, Medical, sports, edutainment, education areas
- 17:30-18:00 Demo tour (Icube, Interactive Mirror, Ibench, Mobil Devices, EE AVR), Phototaking
- 18:00-19:00 Networking Drinks
- 19:00 – Departure from EON Reality
- 19:30 – Arrival at the Conference hotel

Registration is Simple:

If you would like to register for this event or wish to find out more information, you can contact **Dimitri Pavlyk** using any of the following methods:

 +44 (0)203 141 0627

 dpavlyk@acieu.net

 <http://www.acius.net>

 ACI Europe, 5/13 Great Suffolk Street, London, SE10NS

DAY 1

Thursday, 17th November 2016

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIRMAN'S OPENING REMARKS**

09:15 **KEYNOTE ADDRESS**

VR learnings about interactions, immersion, social, and more

- Daydream Labs has built more than 60 VR app experiments in 30 weeks. In this session, Manuel Clement discusses what his team has learned about interactions, immersion, social, and more. From "data viz" to "slides & ladders", sometimes their most playful projects gave us the deepest insights into what makes VR both useful and fun

Manuel Clement, VR Designer and Prototyper, Google VR

10:00 **CONFERENCE PRESENTATION**

Sizing up the market for virtual reality (VR) in Asia and forecasting opportunities for the

- Overview of VR and quantifying the size of the market in Asia
- Understanding the market potential of VR in various devices such as mobile, console, personal computers (PC) and other devices
- Evaluating the growth rate of VR industry in the coming years
- Comparing growth of VR with Augmented Reality (AR), Mixed reality (MR) and other formats
- Determining the maximum usage of VR and its growth rate in various sectors
- Forecasting growth of VR in Asia, US and European Markets in the coming years

Sridhar Sunkad, Managing Director, Eon Reality Singapore

10:30 **CONFERENCE PRESENTATION**

Illustrating any medical implications of VR and how it will affect over a long time

- Examining unwanted side-effects of using VR for a long time such as dizziness, nausea
- How are VR companies working to combat
- Scientific study of the side-effects of using VR for extended periods: dizziness and nausea

11:00 **MORNING REFRESHMENTS**

11:30 **PANEL DISCUSSION**

Increasing capacity and capability in VR skill training to have overcome shortage

- Understanding the issues related to skill gap and how it can be minimised

12:15

- Accelerating the VR Development by partnering with universities, startups and companies
- Evaluating various success stories on how companies overcame above issues

Roberto Dillon, Associate Professor, James Cook University, Singapore

CONFERENCE PRESENTATION

Understanding critical factors that will help to design immersive content

- Understanding the real VR content and how it is different from 3D videos, 360 degree, and other formats
- Eliminating various challenges that come across while designing the content
- Understanding the importance of making VR content as you go rather than at the end
- Creating content that can be assessable in devices of VR including mobiles, HMDs, and consoles
- Examining the various ways to monetize your content

Ender Jiang, Founder, Hiverlab and TEDx Speaker

12:45

LUNCH

13:45

CONFERENCE PRESENTATION

Unveiling the next cost-effective Head Mount Devices (HMD) to increase the immersive experience and customer experience in viewing VR content

- Evaluating existing HMDs in the market
- Identifying upcoming HMDs and how effective are they as compared to existing ones
- Examining new features such as lightweight, high-resolution, auto update of these HMDs as they as compared to existing ones
- Analysing pros and cons of these HMDs and their effective usage to view VR content

14:15

CONFERENCE PRESENTATION

Identifying developments in VR cameras to create high resolutions images/content and thus overall having good VR experience

- Exploring various VR cameras
- Assessing the global innovations in cameras

14:45

CONFERENCE PRESENTATION

Navigating the latest developments in graphic cards to improve overall immersive experience

- Critically exploring various graphics card that is available in the market
- Evaluating pros and cons of each card and understand which could be best for your usage
- Exploring the global advancements in graphic cards

15:15 AFTERNOON REFRESHMENTS

15:45 CONFERENCE PRESENTATION

Examining the evolution of VR and the next VR content that will give good immersive experience to the customers

- How to enrich VR customer experience?
- Understanding the next VR content going forward and how it is different from the current one
- Overcoming challenges such as increasing file size, minimising processing time
- Adding different components which will ensure the content is interactive with the user

Emmanuel Lusinchi, Game Director, Ubisoft Singapore

16:30 CLOSE OF DAY ONE

DAY 2

Friday, 18th November 2016

08:30 REGISTRATION & COFFEE

09:00 CHAIRMAN'S OPENING REMARKS

09:05 CONFERENCE PRESENTATION

Determining the global developments in software development to ensure high acceptance and usage of VR

- Evaluating the latest developments in the software development
- Understanding how software development will drive the growth of VR
- Developing the various upcoming apps and innovative content in VR space
- Understanding the latest killer app and its impact on the VR industry

Jean-Marc Gauthier, Associate Professor, Virtual Technology and Design, CAA, University of Idaho

09:35 CONFERENCE PRESENTATION

A global roadmap to ensure high acceptance and usage of VR

Jean-Marc Gauthier, Associate Professor, Virtual Technology and Design, CAA, University of Idaho

10:05 MORNING REFRESHMENTS

10:25 CASE STUDY SESSION PART 1

In each of the below case studies, the speaker will share success story of the VR in the below industry for 30 minutes.

- The impact of VR in Immersive Gaming
Tim Page, President, Two Worlds Entertainment
- Create astonishing Cinematic VR
Jon Griffin, Creative Director, Iceberg X
- Virtual Reality Continuum and Applications in Industry
Dr Yiyu Cai, Associate Professor, Nanyang Technological University, Singapore
- VR in Real estate and Architecture Industry
Malcolm Fitzgerald, Chief Product and Technology Officer, PropertyGuru
- VR Application in Automobile Industry
Marcus Kuehne, Strategy lead immersive technologies, Digital Business, Audi
- Open Discussion

12:50 LUNCH

13:50 CASE STUDY SESSION PART 2

- VR Application in e-Commerce
Ben Tian, Cloud Research Center Director, Alibaba
- How VR can impact how we consume and experience live sports?
Maurizio Barbieri, Global Head of Football, Ballr
- VR Educate for Asia
Lanny Huang, Chairman & CEO, VR Educate

14:50 AFTERNOON REFRESHMENTS

- Create amazing travel experience
Ariel Talbi, Managing Director, TaKanto Virtual Reality
- Boost your advertising and branding experience through VR
Marcus Kuehne, Strategy lead immersive technologies, Digital Business, Audi
- Open Discussion

16:00 CHAIRMAN'S CLOSING REMARKS

16:10 END OF CONFERENCE

Registration Is Simple

If you would like to register for this event or wish to find out more information, you can contact Dimitri Pavlyk using any of the following methods:

+44 (0)203 141 0627

dpavlyk@acieu.net

<http://www.acius.net>

Postal Address:
ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

Registration Is Simple

Conference (Includes Documentation Packet)

Gaming, Entertainment, Travel and Tourism, Real Estate, Automobile, Advertising and VR startups

£1,199.00

Conference (Includes Documentation Packet)

Headset, Graphics cards, Cameras, input devices, Chip, desktop manufacturers, VR Softwares and VR Services

£1,595.00

Documentation Packet Only

£420.00

N.B. Members and customers of all supporting organisations are entitled to a discount off their conference package.

For more information please call +44 (0) 203 141 0627.

Documentation Packet Available

You can purchase Virtual Reality Symposium papers at just £395 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting.

This important manual will be a source of invaluable reference for the future.

About ACI

ACI, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, ACI opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key industries including maritime, energy, oil & gas, cosmetics, chemicals & media.

With Thanks to Our Partners:



Terms & Conditions

Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at ACI Europe Ltd.

Discounts are available for multiple/group bookings. Please call +44 (0)203 141 0627 for more information.

Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

Accommodation

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.



Symposium Venue:

Holiday Inn Atrium Singapore
317 Outram Road
169075 Singapore

