



September 26 & 27
Munich, Germany **2011**

insideAR

augmented reality conference



■ Augmented Reality will fundamentally change the way we access, understand, enjoy and share digital information. The vision of pointing a mobile device with a camera at anything in the real world and instantly receiving contextual information is beginning to take shape as a roadmap to the future of AR. Enabling technologies and the vast growth of content will turn AR into a daily-used standard interface. The 2011 insideAR event in Munich, September 26 and 27, will demonstrate that Augmented Reality is here to stay.

Day 1 - September 26

■ Experience the Augmented World during Day 1 of insideAR 2011. Keynotes will be given by the leaders and visionaries in the field of AR, and expert panel discussions will be held relating to the current status and future of the vision, technology and business opportunities available with Augmented Reality.

Day 2 - September 27

■ A Vision becomes a Roadmap on Day 2 of insideAR 2011 and is by invitation only, focusing on building business partnerships. metaio will unveil the roadmap of its ground breaking Augmented Reality technology and its Partner Network.

Sponsored By:

NOKIA ARM

Making the Digital a Natural Experience

Experience the Augmented World

The insideAR exhibition hall will be open and available for demonstrations throughout the entire event

8:00 Registration

9:00 Welcome Speech and metaio Key Note

Making the Digital a Natural Experience

Thomas Alt, CEO and Peter Meier, CTO metaio

9:45 insideAR - Speaker Session I

Virtual Air Rights: How AR Will Transform Advertising & Identity

John C. Havens, Founder of Transitional Media

AR Games & How they will Change the Gaming Industry

Josh Shabtai, CEO & Creative Director Vertigore Games

10:30 Experience the Augmented World

Take a break, have a coffee and see the future of Augmented Reality

11:00 insideAR - Speaker Session II

Augmented Reality Brand Activation in the US Market

Troy Gibson, Director Mobile at Resource Interactive

Storytelling with Augmented Reality

Jan Hederen, Strategy Manager at Ericsson

Social Networks & AR - can two Hypes profit from each other?

Klemens Schrattenbacher, Senior Alliance Manager RIM

12:00 Lunch

insideAR - Speaker Session III 1:30

Augmented Reality in the Automotive Industry

Prof. Dr. Werner Schreiber, Head of Research Virtual Technologies Volkswagen Group

From AR-Capable to AR-Optimized Mobile Platforms

Björn Ekelund, Head of Ecosystems & Research at ST-Ericsson

Enriching the Mobile AR Experience using ARM's Mali GPUs

Sri Kannan Iyer, Ecosystem Manager ARM

Experience the Augmented World 2:30

Take a break and enjoy some more coffee while experiencing the future of AR

insideAR - Speaker Session IV 3:15

110 Stories - Creating a Historical Record of a Lost Icon through an

Augmented Reality Smartphone Application

Brian August, VP of business development at Watchitoo

Augmented Reality in Culture and the Arts

Dr. Klaus Ceynowa, Deputy General Director at the Bayerische Staatsbibliothek

Shelley Mannion, Digital Learning Programmes Manager at the British Museum

Trends & Technologies in Mobile Processors for Vision & Graphics

Joe Stam, Manager Mobile Computer Vision NVIDIA

AR and Print Roundtable 4:30

Opportunities created by connecting Print Media to Smart Devices

Till Krause, Editor at Süddeutsche Zeitung

Marco Brinkmann, Corporate Publishing at Delius Klasing

Malte Peters, Advertising Sales Manager at Bauer Media

Werner Hinzpeter, Editor at Stern

insideAR Day 1 Post-Party 6:30 (in studio C)

A Vision becomes a Roadmap

The insideAR exhibition hall will be open and available for demonstrations throughout the entire event

8:30 Registration

9:15 Welcome Speech

Welcome & Introduction to the Partners Day
Thomas Alt, CEO, metaio

What's next in AR? - MAIN STAGE

9:30 Future Technology, Products and Research from metaio
Peter Meier, Selim BenHimane and Michael Kuhn, metaio

AR Roundtable - MAIN STAGE

10:45 How will the Chipset Industry Enable Next Level AR Applications?
Horst Haussecker, Director Research Interactions & Experiences at Intel
Kevin Smith, SVP Marketing at ARM
Björn Ekelund, Head of Ecosystems & Research at ST-Ericsson
Joe Stam, Manager Mobile Computer Vision at NVIDIA
Brett Jeon, Sr. Engineer Product Planning at Samsung
Roman Staszewski, System Architect for OMAP
NUI (Natural User Interfaces) at Texas Instruments, Inc.
Mark Fulks, Senior Director, Augmented Reality at Nokia
Peter Meier, CTO metaio

12:00 Lunch

The Pursuit of Monetization - MAIN STAGE

Business Opportunities and Best Practice by metaio and Partners 1:30
Mark Weisbrod, Kerim Ispir and Katharina Buckl, metaio
Bruno Mettler, Founder of Vanija
Kai Thomas, Founder of Kreativagentur Thomas

ROI Driven AR - INDUSTRIAL

Engineering and Industrial Solutions 1:30
Christian Effert and Jan Witkamp, metaio
Shunsuke Takamiya, NTT

Junaio turns 3.0 - MAIN STAGE

Overview of the Latest Developments & Future Outlook 2:15
Daniel Gelder, Frank Angermann and Matthias Greiner, metaio
Remco Vroom, Founder of TAB Worldmedia
Rainer Lonau, Technical Director at Augmented Minds

End of insideAR Day 2 4:00

event details

Venue ■ Registration

Eisbach Studios, Berduxstraße 30, 81245 Munich

Participants are requested to register online as soon as possible, using the following website: www.metaio.com/insideAR A confirmation E-mail will be sent to all participants. Participants will be required to show the confirmation E-mail at the conference when entering.

How to get there ■

By public transportation and the insideAR Shuttle Bus

Suburban railway (S-Bahn) **S3, S4, S6 or S8** to **Pasing Bahnhof**. Take the exit direction **Ausgang: August-Exeter-Straße, Gottfried-Keller-Straße**. The **insideAR Shuttle Bus** will leave from this exit to the event location every 30 minutes. Shuttle service will begin at 7:30 am until 6:30 pm on Day 1 (Sept. 26) and from 8:00 am until 4:30 pm on Day 2 (Sept. 27).

By car

Take the Autobahn A 8 till it ends, exit at the roundabout and take the 2nd exit right onto Verdistrasse. Follow the street for 1.8 kilometer and turn right onto Frauendorferstraße. Continue onto Beer-Walbrunn-Straße. Take the next left onto Sarasatestraße and afterwards turn directly right onto Frauendorferstraße. Continue onto Paul-Gerhardt-Allee. Follow the street and turn left onto Peter-Anders-Straße. Follow the street until it ends and take a right after 300 meters into Berduxstraße 30. You can park your car directly in front of the Eisbach Studios.

[View Map](#)

Estimated Time and Distance to location

Main Station Hauptbahnhof / city center - car: 20 min / mvv: 30 min
Airport - car: 35 min / mvv: 1 hour 20 min

Language

English is the official language of the conference.

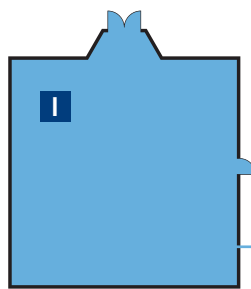
Fees

Registration Fee: €245

metaio partners, selected guests and press receive free entrance. Please contact insideAR@metaio.com for more information.

Travel & Hotels

Participants are expected to organize their own travel and accommodation. metaio GmbH will not reimburse these expenses.



Exhibition Zones

- insideAR Exhibition Hall
- The Augmented World
- Main Speaker Hall
- Press
- Post-Party (Day 1)

Exhibition Areas ■

- Registration **A**
- ST-Ericsson **B**
- Nokia **C**
- ARM **D**
- Partners & Developers **E**
- Engineering & Industrial **F**
- The Augmented World **G**
- Porsche Racing Zone **H**
- AR Moods **I**

