

VR HEADSETS ON!!

VIRTUAL REALITY MATURING BEFORE OUR VERY EYES

November 5, 2014

Maker City LA - The Reef
Los Angeles

Program

12:30 PM **Demos**

1:45 PM **Opening Remarks**

Ken Williams, CEO/Executive Director, ETC@USC

What is Presence and Why Now?

Mark Bolas, Director, Mixed Reality Research, ICT/
Associate Professor, USC-SCA Interactive Media Division

What will VR Form and Content Look Like?

Michael Naimark, Educator, Reserarcher, Artist

What's next for VR Consumer Technology?

Richard Marks, Director, PlayStation Magic Lab, Sony
Computer Entertainment; Jody Medich, Principal UX
Designer, Leap Motion; Amir Rubin, President & CEO,
Sixense Entertainment Inc.; David A. Smith, CEO, Wearality

What's the VR Business Proposition?

Brad Herman, DreamLab Founder, DreamWorks Animation

Qualcomm Vuforia - SDK for Digital Eyewear

Mike Bailey, Sr. Director, Business Development,
Qualcomm Interactive Platforms

How will we tell stories in Vr?

Nony de La Peña, CEO Emblematic Group/Fellow, USC
School of Cinematic Arts; Saschka Unseld, Animation
Director; Matt Gratzner, Director/Co-Founder, New Deal
Studios; Felix Lajeunesse, Co-Founder, Creative Director,
Felix & Paul Studios; Chris Milk, director, Radical Media

4:45 pm **Demos & Networking**

6:30 pm **It's a Wrap**



Michael Naimark, Educator/Researcher/Artist
RadicalMedia

Michael Naimark is noted in the Wikipedia entry on Virtual Reality twice, as a pioneer and as an artist. He's directed projects with support from Disney, Apple, Lucasfilm, Atari, National Geographic, Panavision, Google, and the Paris Metro; and has recently served as

faculty at USC Cinema, NYU's Interactive Telecommunications Program, and the MIT Media Lab.