



## EXHIBITOR TALKS SCHEDULE

### Monday, 27<sup>th</sup> November 2017

11:15 – 12:45

#### **The State of XR**

Nile 4

**Presented by:**  
Unity Technologies

The world of XR (AR, VR, MR) has just become more accessible to the mass market with the release of ARKit, ARCore and the introduction of Oculus Go from Facebook as well as the Mixed reality headsets from Microsoft. With all the new opportunities in XR, see what Unity can do for you to enable your success!

- Yi Fei Boon, Field Engineer, Unity Technologies

### Tuesday, 28<sup>th</sup> November 2017

14:30 – 16:00

#### **Making a film with Unity**

Nile 4

**Presented by:**  
Unity Technologies

Neil Blomkamp - Director of films such as District 9, Chappie and Elysium recently released a real time short film made with Unity. Find out what tools and features in Unity made it possible and how Unity can be a viable tool for content creators.

- Mathieu Muller, Field Engineer, Unity Technologies

16:30 – 18:00

#### **Digital Bricolage, or a Japanese challenge to radicalize creativity**

Nile 4

**Presented by:**  
College of Image Arts and Sciences, Ritsumeikan University

Today Digital Technology has been penetrating every aspect of human life and environment. One may say, digitality is no longer a matter of tool, but it is a part of what it is to be the human condition. Now, we should reconsider the whole question of digital



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	<p>technology. Asian civilizations could, we argue, show various potentialities to incorporate digitality into the world differently from in the Western modernity. This panel challenges to mobilize Japanese sensibilities to develop new paths to radicalize creativity through utilizing the idea of digital bricolage conceived on the basis of Japanese perceptions of tools and technology.</p> <p>This panel consists of 4 presentations for 1 theory and 3 practices.</p> <ul style="list-style-type: none"> <li>- Keisuke Kitano, Professor, Ritsumeikan University</li> <li>- Yorio Kitamura, Associate professor, Ritsumeikan University</li> <li>- Shigenori Mochizuki, Associate professor, Ritsumeikan University</li> <li>- Toshikazu Ohshima, Professor, Ritsumeikan University</li> </ul>	
<p><b>Wednesday, 29<sup>th</sup> November 2017</b></p>		
<p>09:15 – 10:45</p>	<p><b>IKEA Communications 3D Talent Search</b>  <b>Presented by:</b>          IKEA COMMUNICATIONS</p> <p>IKEA Communications is a full-service in-house communication agency that offers everything to do with marketing and communications for all IKEA companies worldwide. This can include strategic planning, creative execution, production and everything in between. Under the same roof we gather a width of competencies within Interior design &amp; Home furnishing, Photography and 3D, VR/AR who all contributes to yearly production of 32 000 still and motion image. Side by side with production IKEA Communications is setting up IKEA Digital Lab where the exploration of new technologies can continue. The target is to find, evaluate and - if deemed relevant - develop new virtual technology and applications emerging in the consumer interface. Are you interested to follow our 3D work and be part of our future, please join our session!</p> <ul style="list-style-type: none"> <li>- Taco Van der Maden, Deputy Manager Development &amp; IT Operations, IKEA Communications;</li> <li>- Ronnie Ekdahl, Deputy Business Area Manager 3D Communications, IKEA Communications</li> <li>- Víctor Van-Eyck, HR Generalist, IKEA Communications</li> </ul>	<p>Nile 4</p>



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### Wednesday, 29<sup>th</sup> November 2017

<p>14:30 – 16:00</p>	<p><b>Khronos Open Standards for 3D, VR, AR and Neural Networks</b></p> <p><b>Presented by:</b> Khronos Group</p> <p>The Khronos Group develops an ecosystem of open, royalty-free, low-level silicon acceleration standards. This session will provide an up-to-the-minute overview of Khronos APIs and file formats that are directly relevant to 3D, Virtual Reality and Augmented Reality, including: - Vulkan and WebGL for interactive 3D rendering on native and Web platforms - OpenXR for cross-platform, portable Virtual Reality and Augmented Reality - glTF for efficient runtime transmission of 3D assets and scenes - OpenVX for portable, power efficient vision processing - NNEF for exchanging Neural Network information between training and inferencing frameworks - OpenCL for general purpose, heterogeneous parallel processing.</p> <p>-Neil Trevett, Khronos Group President, NVIDIA Vice President Mobile Ecosystem</p>	<p>Nile 4</p>
<p>16:30 – 18:00</p>	<p><b>Image/audio techniques and augmented reality in Tencent</b></p> <p><b>Presented by:</b> Tsinghua University - Tencent Joint Laboratory</p> <p>1) Real-Time Pose Estimation on Mobile Phone: we will introduce the latest progress of the pose estimation project in Tencent AI Lab, including our latest multi-person pose estimation algorithm and sophisticated mobile CNN acceleration techniques.</p> <p>2) Applications of image/audio processing, understanding and synthesis in Tencent YouTu Lab: This talk will introduce technology progresses and interesting applications, such as ID-preserving GAN for across age face synthesis and face anti-spoofing based on active lighting.</p>	<p>Nile 4</p>



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	<p>3) Applications of video processing with augmented reality (AR) effects: We will present some of our recent works about a real-time portrait segmentation and background replacement system and an easy-to-use augmented reality tool for object insertion in video.</p> <ul style="list-style-type: none"> <li>- Haozhi Huang, Senior Researcher, AI Lab, Tencent</li> <li>- Shaoxin Li, Senior Researcher, Youtu Lab, Tencent</li> <li>- Songhai Zhang, Associate Professor, Tsinghua University</li> </ul>	
<p><b>Thursday, 30<sup>th</sup> November 2017</b></p>		
<p>09:15 – 10:45</p>	<p><b>Houdini 16.5 Sneak Peek</b></p> <p><b>Presented by:</b> SideFX</p> <p>Mark will take you through the top new features in H16.5 – with exciting enhancements in Dynamics and Simulations, Character and Animation, Modelling, Grooming, UX – and more!</p> <ul style="list-style-type: none"> <li>- Mark Elendt / Senior Mathematician in Research &amp; Development, SideFX</li> </ul>	<p>Nile 4</p>