

# VIRTUAL REALITY SYMPOSIUM



Unlocking VR To Increase Immersive Experience And Commercial Viability

2 DAY STRATEGIC CONFERENCE  
17<sup>TH</sup>-18<sup>TH</sup> NOVEMBER 2016  
SINGAPORE

Your one-stop shop for the latest insights, innovations, and networking!

## 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

## Early Confirmed Speakers:

### KEYNOTE SPEAKER:

Manuel Clement, VR Designer & Prototyper,  
**Google VR**

Sridhar Sunkad, Managing Director,  
**EON Reality Inc.**

Anand Gandhi, Founder,  
**CEO Memesys Lab**

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](mailto: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 Symposium:

- **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
- **Roundtable Discussions** - Brainstorm and problem solve with peers from across the VR ecosystem in small groups, bring realLife challenges to the table, and take-away fresh new solutions to support your implementation objectives

## 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.

To find out more about how you can make the most of your participation at this event, contact **Hubert Sosnowski, Manager Sponsorship** on +48 (0)616 46 7059 or [hubert@acieu.net](mailto:hubert@acieu.net)



## Registration is Simple:

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

 +44 (0) 203 141 0627

 [dpavlyk@acieu.net](mailto:dpavlyk@acieu.net)

 <http://www.acius.net>

 ACI Europe, 5/13 Great Suffolk Str., London, SE1 0NS ACI

## Host City of Singapore:



## 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

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

12:30

## 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**

13:00

## CONFERENCE PRESENTATION

**Examining the evolution of VR and the future of immersion, empathy and story**

- Understanding the history of the human aspiration to transmit knowledge, horizontally and vertically
- How tools were used for above from cave painting to virtual reality?
- Future of these tools and what we are going to do with them

**Anand Gandhi, Founder, CEO, Memesys Culture Lab and Filmmaker**

13:30

## LUNCH

14:30

## 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 are they as compared to existing ones
- Analysing pros and cons of these HMDs and their effective usage to view VR content

15:00

## 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

## 15:30 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

## 16:00 AFTERNOON REFRESHMENTS

## 16:30 ROUND TABLE DISCUSSIONS

During this 60 minute session the audience will split into several smaller working groups, each focused on a specific theme arising from the day's presentations. This is the ideal opportunity to bring your specific VR challenges to the table and brainstorm solutions with the entire VR ecosystem. At the end of the session each working group will feed back a summary of their discussions and recommendations to the wider audience.

## 17:15 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

## 09:50 CONFERENCE PRESENTATION

### Understanding the creative power of audio in VR and how it can impact in creating good immersive content

- Understanding the science behind audio in content development across VR platforms
- Examining the importance to match the right audio cues and visuals to create perfect virtual illusion
- Effective ways of using binaural recordings

- Overcoming challenges in creating 3D audio as per different videos such movies, simulations

## 10:20 MORNING REFRESHMENTS

## 10:50 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. He will be sharing his experience on current and future applications of VR, customer perception of using VR and the benefits of VR over traditional methods. Find out how the speaker overcame the challenges in implementing VR with practical techniques.

In this session, the speaker will provide creative methods to minimise the overall cost. The speaker will unpick the challenges VR professionals face in designing content and experiences that work in VR and increase customer loyalty. It will also answer the most important question, can VR increase sales?

- The impact of VR in Immersive Gaming  
**Tim Page, President, Two Worlds Entertainment**
- Create astonishing Cinematic VR  
**Jon Griffin, Creative Director, Iceberg X**
- Create amazing travel experience
- VR in Real estate and Architecture Industry  
**Malcolm Fitzgerald, Chief Product and Technology Officer, PropertyGuru**
- Open Discussion

## 12:40 LUNCH

## 13:40 CASE STUDY SESSION PART 2

- VR Application in Automobile Industry
- Develop innovative VR Training and Simulation Models  
**Wang XiaoYu, Co-Founder, Giochitech Education Centre Malaysia**
- Boost your advertising and branding experience through VR
- Open Discussion

## 15:15 CHAIRMAN'S CLOSING REMARKS

## 15:25 END OF CONFERENCE

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 <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.

## 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.

