

VIRTUAL REALITY EVOLUTION

16TH FEBRUARY 2017: LONDON

@MaddoxVREvo | #EvolvingVR | www.virtualrealityevo.com

GENERAL SESSION - LUDGATE

08:15 Registration & Welcome Breakfast

09:15 **Luciana Carvalho Se** - Chief Evangelist @ Realities Centre
Chairperson Introduction

THE BUSINESS BENEFITS OF VR

09:30 **Edward Greig** - Disruptor @ Deloitte Digital
The Business of Virtual Reality

10:00 **Graham Breen** - Program Manager EMEA Virtual Reality @ HTC Vive
Virtual Reality - The Next Mass Medium

10:30 **Brian Waterfield** - Virtual Reality & High-End Visualisation Technical Lead (Research & Technology) @ Jaguar Land Rover
Leveraging VR in your Business

11:00 **COFFEE BREAK**

ENGAGING YOUR AUDIENCE WITH VR

11:30 **Francesca Panetta** - Executive Director, VR @ The Guardian
Translating Journalism into VR

12:00 **Panel Session - VR Content for the Media and Entertainment Industry**

Dan Tucker - VR Producer & Curator of Alternate Realities @ Sheffield International Documentary Festival
Rafi Nizam - Global Creative Director @ NBC Universal
Madiana Asseraf - Senior Media Development Manager @ EBU
Catherine Allen - Immersive Media Specialist @ Catherine Allen

13:00 **LUNCH**

LUDGATE ROOM

CREATING THE PERFECT VR EXPERIENCE

14:00 **Leila Martine** - Director of Product Marketing @ Microsoft
Microsoft HoloLens: The Path to Mixed Reality

14:30 **Panel Session - Hypertext Reality: How the Web Democratizes VR**

Diego González - Zúñiga - Developer Advocate @ Samsung
Ada Rose Edwards - Senior Engineer @ Samsung
Elite Sher - Creative Engineer @ Microsoft
Amir-Esmaeil Bozorgzadeh - Co-Founder @ Virtuleap

15:30 **Phil Trease** - VR and AR Lead @ Cisco
Rich Logan - Developer @ Cisco
The Six Differentiators of Virtual and Mixed Reality

16:00 COFFEE BREAK

ENHANCING THE FUTURE OF THE NEXT GENERATION

16:30 **Danny Wootton** - Head of Innovation Strategy @ MoD
VR Driving Different Thinking in Public Sector

17:00 **Panel Session - The Real Impact of VR: Saving & Changing Lives**

Luciana Carvalho Se - Chief Evangelist @ Realities Centre
Wendy Powell - Reader in Virtual Reality @ University of Portsmouth
Yeshwanth Pulijala - Researcher in Medical Visualisation @ University of Huddersfield

17:45 NETWORKING DRINKS

WALBROOK ROOM

THE GAMING EXPERIENCE

14:30 **Panel Session - Emerging Trends in VR Game Design**

Sam Gage - Lead Virtual Reality Designer @ The Third Floor, Inc
Michael Hampden - Lead VR Designer @ Sony Studios London
James Valls - Senior Producer @ Rebellion
Jolyon Leonard - Lead Designer @ Force Field VR