

**Augmented & Mixed Realities:
Merging Digital and Real Worlds**

Moderation:

Kathleen Schröter | Head of Marketing Video & Wireless | Fraunhofer Heinrich Hertz Institute

10:00 am | **Greetings**

Thomas Schäffer | CEO | nordmedia – Film- und Mediengesellschaft Niedersachsen/Bremen mbH

Daniela Behrens | State Secretary | Lower Saxony Ministry of Economic Affairs, Employment and Transport

Felix Falk | CEO | BIU- Bundesverband Interaktive Unterhaltungssoftware e. V.

Part 1: Introduction – “New realities” and the potential for the games industry and their partnerships

10:30 am | **Keynote: Mixed Reality - The new commercial story**

Margeau Veenstra | Manager HoloLens Commercial Strategy | Microsoft

11:00 am | **Virtually Real: Spatial Computing in Automotive Manufacturing**

Jens Angerer | Project Manager Human Computer Interfaces | Audi Production Lab at AUDI AG

11:30 am | **Serious Games Research at the Cologne Game Lab**

Prof. Björn Bartholdy | Co-Director | Cologne Game Lab

12:00 pm | Coffee break (not included)

Part 2: AR in Information transfer – education, customer interface etc. Almost unlimited opportunities?

12:15 pm | **Why Augmented Reality is the most impactful educational technology ever invented**

Colum Elliott-Kelly | Head of Education | blippar

12:45 pm | **Panel discussion**

Commercial & Social Implications of AR/MR and other Immersive Environments

Jannis Goossens | Creative Director Germany | Ijsfontein

Colum Elliott-Kelly | Head of Education | blippar

Jens Angerer | Project Manager Human Computer Interfaces | Audi Production Lab at AUDI AG

Prof. Björn Bartholdy | Co-Director | Cologne Game Lab

13:30 pm | Lunchbreak (not included)

14:30 pm | **Educational Room Escape – Live Event Games as Hyper-Immersive Learning Experiences**

Tarek Hohberg | Co-Founder | Pfeffermind

Part 3: MR in Healthcare – bold step forward or jumping off a cliff?

15:00 pm | **“The dueling doctors”**

Dr. Keith Grimes | General Practitioner and Digital Healthcare Innovator | VR Doctors

Prof. Dr.-Ing. Jonas Schild | Media Design Computing | University of Applied Science and Arts Hannover

15:30 pm | **Discussion: A fundamental change in sight? Head-mounted displays used in surgery**

Prof. Dr. med. Igor Maximilian Sauer | Head of Group | Charité - Experimental Surgery and Regenerative Medicine

Thomas Bedenk | VR Consultant | Exozet Berlin GmbH

16:00 pm | **Augmented Reality - a curse or a blessing?**

Manuel Staber | CEO | be!columbus GmbH & Co. KG | Project Manager | Kochstrasse™

16:30 pm | **Fireside chat**

Manouchehr Shamsrizi | Co-Founder & CEO | RetroBrain R&D UG

Kathleen Schröter | Head of Marketing Video & Wireless | Fraunhofer Heinrich Hertz Institute

17:00 pm | Wrap-Up

17:15 pm | End