

Blending Augmented, Virtual and Physical Worlds for the Ultimate Cinematic Experience: **MAKING IT REAL**

Monday, 26 October

8:00-9:00 Morning Coffee

9:00-9:15 Welcome

9:15-10:30 A Defining Moment: Finding Common Ground

Setting the stage for the rest of the symposium program, this session clarifies key differences and similarities between Augmented Reality (AR) and Virtual Reality (VR). Including discussions such as each platform's essential purpose to psychophysical impact, Symposium delegates will leave this session with a better understanding of the experience each is meant to produce, the specific impact each may on the user's perception of content viewed. Attendees will also gain a common set of terms with which to enhance inter-discipline communication.

10:30-11:00 AM Coffee Break

11:00-12:30 Technology in the Context of Storytelling

There are significant differences between traditional 3D content acquisition, as well as that for AR/VR. For example, AR/VR workflows and display technologies have unique complexities. From the cost of acquisition to overcoming onset challenges to content access, distribution and

display technologies, this session covers it all. Symposium attendees from each world will gain a broader perspective into the realities of the other. Plus, delegates will acquire greater understanding about what steps might be taken to leverage commonalities and resolve technology differences for enhanced storytelling.

12:30-14:00 Lunch

14:00-15:30 Suspension of Disbelief: Building New Lines of Thinking

How do AR and VR content providers create a sufficiently immersive environment to attract consumption? What are the best practices for lighting and color blending to create a seamless environment containing both virtual and real world objects? What are the unique challenges associated with headsets and cave displays? Find the answers to these questions and more during this session, as speakers explore new ways of thinking about the audience and depth of viewing experience.

15:30-16:00 PM Coffee Break

16:00-17:00 Did You Learn What I Learned? Sharing Experiences From Practical Application

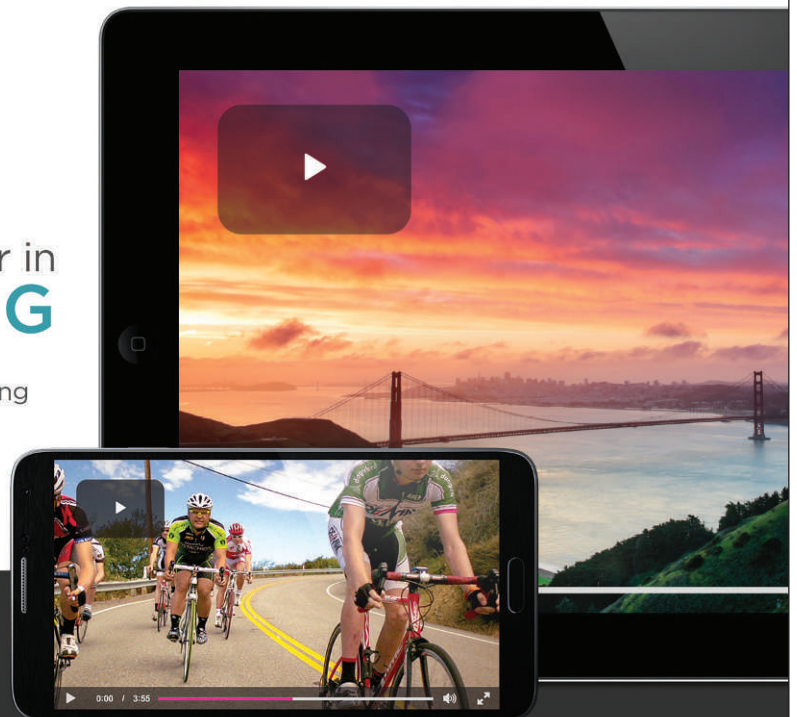
Panelists during this session will share what they've learned from practical experience implementing AR and VR technologies. Learn what traditional content creators



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