

Dear Friends,

We are very proud to welcome you to **AR Immersion 2010!**

It is a thrill to work in a field as dynamic and as ever-changing as ours. The intent of this event is to share insights and inspiration, challenge ideas and discuss together the vision of what is to come. Thank you for being part of this extraordinary day trip to the world of Augmented Reality!

- Total Immersion Team

Event Agenda

- 9:00 am **AR 101**
Main Stage You don't know AR yet? Head back to class and learn everything about the exciting world of Augmented Reality.
Max Polisar - VP Sales, Total Immersion
- 9:20 am **Keynote: The Past, Present and Future of AR**
Main Stage AR pioneer Ronald Azuma discusses new interactive 3D interfaces' ability to improve human understanding and their potential as new communication media.
Ronald Azuma - Research Leader, Nokia Research Center
- 10:00 am **Keynote: The Past, Present and Future of TI**
Main Stage Total Immersion's vision for 2011, new developments and products.
Bruno Uzzan - Co-Founder and CEO, Total Immersion
- 10:30 am **Keynote: Special Guest Session with Adobe**
Main Stage Flash + AR = A great future.
Scott Wellwood - Director Business Development, Adobe
Bruno Uzzan - Co-Founder and CEO, Total Immersion
Jason Smith - Pre-Sales/Product Marketing, Total Immersion
- 11:15 am **Break**
- 11:30 am **Mobile AR**
Main Stage Discover how AR can dramatically enhance mobile experiences and what key industry players are bringing to mobile and location based AR.
Bruno Uzzan - Co-Founder and CEO, Total Immersion
Jason Smith - Pre-Sales/Product Marketing, Total Immersion
Hartwig Adam - Visual Search, Google Goggles
Michael Breslin - VP Marketing, Glu Mobile
- 12:15 pm **Lunch Break**
- 12:45 pm **Intro to TI Partnerships**
Lounge Learn about Partnership opportunities with Total Immersion.
Greg Davis - General Manager, Total Immersion

- 1:30 pm **Toys & Entertainment**
Main Stage Explore the role AR plays in connecting entertainment properties with consumers.
Brian Seth Hurst - CEO, The Opportunity Management Company
Alton Takeyasu - Senior Director Design, Mattel
Jason Smith - Pre-Sales/Product Marketing, Total Immersion
- 1:30 pm **Medical**
Lounge A glance at the future of AR-assisted surgery.
Vacit Arat - President & CEO, Vantage Surgical Systems
Rebecca Rogers - Pre-Sales Creative Engineer, Total Immersion
- 2:15 pm **Retail & E-Commerce**
Main Stage How can AR help sales conversion? Industry experts will share insights on how AR enhances discovery, engagement and the overall shopping process.
Sonya Rosas - Digital Out of Home Strategist, IPG Emerging Media Lab.
Mike Marcinkowski - Senior Engineer, Gillette, P&G
John Leahy - CEO, ImmediaC
Michael Wharton - CEO, YOUReality
Max Polisar - VP Sales, Total Immersion
- 2:15 pm **Themed Entertainment & Museums**
Lounge From queue lines, to dedicated rides, to deep learning experiences, learn how applied technologies take users' experience to the next level.
Dr. Tracey Wilen-Daugenti - President, The University of Phoenix Research Institute
Ernie Merlan - CEO, Merlan Creative
Robert De Lapp - Principal, De Lapp Design
Richard Skaare - Business Development, Perfect Prototype
Cyril Drouet - Project Manager, Total Immersion
- 3:15 pm **Break**
- 3:30 pm **Augmented Reality in Print**
Main Stage Extra! Extra! AR transforms a traditional medium to a virtual 3D canvas.
Andrew Pang - Managing Director, Leovation Ltd
Ruben Padilla - Managing Director, Augmented CPG
Greg Davis - General Manager, Total Immersion
- 3:30 pm **Experiential AR**
Lounge Excite, engage, emerge from the pack!
Mike Schaiman - Managing Partner, Helios Interactive
Edwin Rivera - President, Credelis Media Group
Rebecca Rogers - Pre-Sales Creative Engineer, Total Immersion
- 4:00 pm **Success Factors of an AR Campaign**
Main Stage From business planning to creative development, let's share best practices!
TI Team
- 5:00 pm **Closing Message and cocktail reception**