

# IMMERSIVE X – THE PROGRAM

## XPERTISE

## XCHANGE

## XPERIENCE

Time	XPERTISE	XCHANGE	XPERIENCE
9 A.M.	09.00 - 09.30 <b>CHECK-IN</b>		
	09.30 - 10.00 <b>WARM-UP MORNING</b>		
10 A.M.	10.00 - 10.45 <b>BRANDS</b> <span>2D</span> Brands as worlds, Worlds as brands Panel moderation: Stephanie Bagehorn, vm-people		10.00 - 11.00 <b>GUIDED TOUR</b> <span>VR</span> Exploring Social VR Klaus Lemm
		10.45 - 11.00 <b>MENTOR SESSIONS I</b>	
11 A.M.	11.00 - 11.45 <b>EVENTS</b> <span>VR</span> Dreams in the Age of Mechanical Reproduction: Events in VR Christopher Werth, VOK DAMS	11.00 - 12.30 <b>WORKSHOP I</b> <span>2D VR RW</span> Immersive Innovation – Merle Pohl, Michael Metzger, D.Network	
		11.45 - 12.00 <b>MENTOR SESSIONS II</b>	
12 A.M.	12.00 - 12.45 <b>STORYTELLING</b> <span>2D</span> Welcome to the Future of Storytelling! Panel moderation: Christina M. Schollerer, Storydesign		12.00 - 1.00 <b>INTERACTIVE AUDIO ADVENTURE</b> <span>2D</span> Tag X EarReality
	12.45 - 1.00 <b>WRAP-UP MORNING</b>		
1 P.M.	1.00 - 2.00 <b>LUNCH BREAK</b>		
2 P.M.	2.00 - 2.45 <b>IMMERSION I</b> <span>2D</span> Keynote: The Science of Story Frank Rose, Author		
		2.45 - 3:00 <b>MENTOR SESSIONS III</b>	
3 P.M.	3.00 - 3.45 <b>COMMUNITY</b> <span>2D</span> Brand Communités – The Place to Be? Anne Seubert, Brands & Places	3.00 - 4.30 <b>WORKSHOP II</b> <span>2D VR RW</span> Immersive Brand Building Thomas Zorbach, vm-people	
4 P.M.	4.00 - 4.45 <b>GAMES</b> <span>VR</span> Playing It Real Julia Becker, Oliver Hoffmann		
		4.45 - 5.00 <b>MENTOR SESSIONS IV</b>	
5 P.M.	5.00 - 5.45 <b>SCIENCE</b> <span>2D</span> Immersion and Neuroscience: What really works? Gerhard Huhn, Flow Academy		5.00 - 6.00 <b>GUIDED TOUR</b> <span>VR</span> Exploring Social VR Klaus Lemm
		5.45 - 6.00 <b>MENTOR SESSIONS V</b>	
6 P.M.	6.00 - 6.45 <b>STREAMING</b> <span>2D</span> Streams are my reality: Why live streaming is the immersive "television" of tomorrow Patrick Breitenbach, ZDF digital		6.00 - 7.00 <b>INTERACTIVE AUDIO ADVENTURE</b> <span>2D</span> Tag X EarReality
7 P.M.	7.00 - 7.30 <b>IMMERSION II</b> <span>2D</span> Closing note: Escaping the Rabbit Hole Prof. Dr. Michael Zerr, Karlshochschule International University		
	7.30 - 7.45 <b>WARM GOODBYE</b>		
8 P.M.			8.00 - 11.00 <b>GET-TOGETHER</b> <span>2D VR RW</span> IMMERSIVE X Aftershow: DJ Set, Livestream