

IMMERSIVE X – DAS PROGRAMM

XPERTISE

XCHANGE

XPERIENCE

09:00

09:00 - 09:30 **CHECK-IN**

09:30 - 10:00 **WARM-UP VORMITTAG**

10:00

10:00 - 10:45 **BRANDS** 2D
Marken als Welten, Welten als Marken
Panel-Moderation: Stephanie Bagehorn,
vm-people

10:00 - 11:00 **GUIDED TOUR** VR
Exploring Social VR
Klaus Lemm

11:00

11:00 - 11:45 **EVENTS** VR
**Träume im Zeitalter ihrer technischen
Reproduzierbarkeit: Events in VR**
Christopher Werth, VOK DAMS

10:45 - 11:00 **MENTOR-SESSIONS I**

11:00 - 12:30 **WORKSHOP I** 2D VR RW
Immersive Innovation - Merle Pohl,
Michael Metzger, D.Network

11:45 - 12:00 **MENTOR-SESSIONS II**

12:00

12:00 - 12:45 **STORYTELLING** 2D
Welcome to the Future of Storytelling!
Panel-Moderation: Christina M. Schollerer,
Storydesign

12:00 - 13:00 **INTERAKTIVES
HÖRABENTEUER** 2D
Tag X
EarReality

12:45 - 13:00 **WRAP-UP VORMITTAG**

13:00

13:00 - 14:00 **LUNCH BREAK**

14:00

14:00 - 14:45 **IMMERSION I** 2D
Keynote: The Science of Story
Frank Rose, Autor

14:45 - 15:00 **MENTOR-SESSIONS III**

15:00

15:00 - 15:45 **COMMUNITY** 2D
Brand Communities – The Place to Be?
Anne Seubert, Brands & Places

15:00 - 16:30 **WORKSHOP II** 2D VR RW
Immersive Brand Building
Thomas Zorbach, vm-people

16:00

16:00 - 16:45 **GAMES** VR
Playing It Real
Julia Becker, Oliver Hoffmann

16:45 - 17:00 **MENTOR-SESSIONS IV**

17:00

17:00 - 17:45 **SCIENCE** 2D
**Immersion und Neurowissenschaft: Was
wirkt wirklich?**
Gerhard Huhn, Flow Academy

17:00 - 18:00 **GUIDED TOUR** VR
Exploring Social VR
Klaus Lemm

18:00

18:00 - 18:45 **STREAMING** 2D
**Streams are my reality: Warum Livestrea-
ming das immersive „Fernsehen“ von
morgen ist.**
Patrick Breitenbach, ZDF digital

18:00 - 19:00 **INTERAKTIVES
HÖRABENTEUER** 2D
Tag X
EarReality

19:00

19:00 - 19:30 **IMMERSION II** 2D
Closing note: Wege aus dem Kaninchenbau
Prof. Dr. Michael Zerr,
Karlshochschule International University

19:30 - 19:45 **WARM GOODBYE**

20:00

20:00 - 23:00 **GET-TOGETHER** 2D VR RW
IMMERSIVE X Aftershow:
DJ-Set, Livestream