

Chairpersons Opening Remarks

09:50 - 10:00
AR & VR World Summit

Participants

Emily Savage - Creative Sector Lead, Digital Catapult

Unlocking the business case for immersive technologies: More than keeping up with the Joneses'

10:00 - 10:20
AR & VR World Summit

- Beginning with the base line data: why it's important to identify the value proposition of ARVR in your enterprise to strategizing a business first approach
- Capitalising on AR/VR in your business model by choosing the best use case for ROI
- Why – and how – to develop proof of concept and determining the KPIs
- How to effectively explore market options and meet the ecosystem to leverage their expertise

Towards ROI for AR/VR: Starting with company infrastructure

10:20 - 10:40
AR & VR World Summit

- Are your legacy systems built for 2019 or 1920? When -and why – to upgrade your internal infrastructure
- Why digitisation is the first step for generating data crucial for AR/VR
- Cloud + internal hardware + edge: Which network support formula works for you?
- Creating a collaborative approach to AR/VR implementation: Understand the opportunities and fears of ARVR as a tool for progression to increase organizational readiness for AR/VR and soothe growing pains of immersive business development

Participants

Rich Rabbitz - Principal Member of Engineering Staff, Lockheed Martin RMS

Talking trials and triumphs: and honest discussion on using AR/VR across the enterprise ecosystem

10:40 - 11:20
AR & VR World Summit

- What process did leading enterprises go through to ensure their business model married with their adoption of the emerging technologies
- Which partnerships were most effective, and what strategies ensured successful buy-in
- Talking time wasting, money mistakes and technology failures: What would leading enterprises have done differently to secure effective use of immersive realities
- Technology recommendations: Who to trust and who to avoid

Participants

Alejandro Navarro - Director of Products and Analytics, Mitie

Alexander Bereznyak - Creative Director, General Electric

Jan Pflueger - Coordination Augmented- & Virtual Reality, Center of Competence AR & VR, Audi

Mixed Reality and HoloLens 2 - what this means for business

11:20 - 11:40
AR & VR World Summit

Humans forget 80% of what they learn after 30 days. 2 million manufacturing jobs will go unfulfilled due to skills gaps. 90% of megaprojects go over budget. So while technology has brought great gains to business productivity over the last 30 years, there is much more that can and needs to be done to meet customer requirements. This is particularly notable for first line workers, who have traditionally been underserved by tech.

Since releasing HoloLens in 2016 as the world's first untethered, holographic computer that you wear, we have been working deeply with customers to understand what real, transformative solutions are. Through substantive learning's, we have a clarity of what scenarios are driving the biggest impacts today – such as 25% productivity gains, 100% skills retention increases and 100% first time right benefits. For these scenarios, we believe it's critical that all customers can get value "out of the box" through both Microsoft and our Mixed Reality Partner applications.

Participants

Leila Martine - Microsoft Product Marketing Director, Commercial Mixed Reality, Microsoft

How can collaborative development with partners help optimise your immersive business plan?

11:40 - 12:20
AR & VR World Summit

- Exploring decisive cross-ecosystem partnerships with hardware providers, software providers and consultancies, who is best to help realise your AR/VR vision?
- Creating crucial-buy-in: the importance of aligning technology criteria and business goals across partnerships
- With associations such as the AREA and Immerse UK ready to support your business plan, learn to utilize industry experiences across the ecosystem to ready your business for AR/VR
- Collaboration starts within: Internal cross department collaboration within IT, planning and R+D departments may hold the key, and don't forget to co-operate with the users of the immersive technology in your company for a proactive approach to implementation.
- Going bespoke: What are viable and attainable ways to save costs on bespoke AR/VR content and open the opportunities for content creators? And how will standardized platforms aid this?

Participants

Rich Rabbitz - Principal Member of Engineering Staff, Lockheed Martin RMS

Networking Lunch

12:20 - 13:30

Designing through VR: How the automotive industry capitalised on VR as a technological testbed for innovation

13:30 - 13:50
AR & VR World Summit

- From visualising autonomous driving scenarios through data, to in depth machine visualisation: How VR brings to life the designing process
- Do not fear failure: How VR encourages greater experimentation in design whilst limiting consequence
- Expensive design models and their production process can find clear ROI with VR prototyping. Whether with cost savings or first to market, don't get left behind through unwillingness to adopt.

Participants

Brian Waterfield - Virtual Reality & High-end Visualisation Technical Lead (Research & Technology), Jaguar Land Rover

Addressing usability of immersive technology: Enabling end-to-end VR solutions for enterprises

13:50 - 14:10

AR & VR World Summit

- How can businesses ensure usability remains at the forefront of VR applications when creating immersive workstations?
- Starting with the business case: how can we ensure VR remains scalable and adaptable for future opportunity?
- Smoothing the integration process between VR compatible hardware and software

Training case study - Ameliorating risk through VR training: The model ROI of VR technologies

14:10 - 14:30

AR & VR World Summit

- Addressing the ROI for VR training in high risk industries such as utilities, energy, aviation, logistics and mission critical services. Visualising key training priorities that are decisive out of the simulation.
- What the data can teach you: Tracking behavioural responses and knowledge retention in VR training
- Recognising limitations in touch and eye tracking simulations and exploration into the future of real-time data response and Lidar in enhancing training simulations
- Towards responsive VR training: How replaying responses to trainees and investing in reactive environments can further enhance knowledge retention.

Participants

Darius Vansevicius - Project Information Manager, JACOBS

Making headway with headset devices: Which one works for your business model?

14:30 - 15:10

AR & VR World Summit

- AR/VR/MR: which headsets are most effective for training, monitoring, maintenance and design?
- What capacity changes are expected within headset devices over the next two years, and how will they converge with other disruptive technologies
- Is 5G enabled a must? Consider their working environments and who will be utilizing their technologies

Participants

Daniel Moore - Blended Learning Manager, South Yorkshire Police

Will Parsons - IT Lead, Collaboration and Productivity, Janssen

Networking Break

15:10 - 16:00

Social AR and the importance of the shared experience for working environments

16:00 - 16:40

AR & VR World Summit

- Enabling workplace culture, not excluding it: Breaking down the myth that immersive working can be an isolating through experimenting with augmented social platforms. Understanding usability concerns of AR within interactive workplace projects, and how to address them
- Marrying spatial computing and UX with the difficulty of changing perspectives in AR
- Next generation of working habits and remote working – does augmented social platforms hold the key?
- The importance of AR platforms for evocative storytelling and project buy-in: How a user experience that supports business functions and help teams visualise working projects through AR technology can create an interactive workplace.
- The future of telepresence in connecting workplaces and facilitate collaboration and commonality across working teams

Participants

Helen Dudfield - Chief Scientist, QinetiQ

Brian Waterfield - Virtual Reality & High-end Visualisation Technical Lead (Research & Technology), Jaguar Land Rover

Architecture case study: AR/VR and the importance of visualising space

16:40 - 17:00

AR & VR World Summit

- Understanding the importance of visualisation for architecture in articulating significant and complex designs.
- What advancements in AR and VR will aid immersive technology as a design tool – and how to implement into the business structure
- Facilitating buy-in: Learn how immersive environment becomes both a b2c and b2b asset for showcasing design.
- Recognising ARVR as a tool for enhancing human creativity in design and revealing new possibilities through workplace experimentation in immersive environments

Participants

Megan Lubaszka - Southwest Regional Creative Media Leader, Gensler

SCHEDULE

DAY ONE - 12/06/2019

AR & VR World Summit

12-13 June 2019

ExCeL
London

TIME	AR & VR WORLD SUMMIT
09:00	09:50 - Chairpersons Opening Remarks
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Chairperson's Opening Remarks

09:50 - 10:00

AR & VR World Summit

Fulfilling the ROI: The opportunities in delivering enterprise focused content

10:00 - 10:20

AR & VR World Summit

- Why go VR: exploring and exploiting the value of the new interactive medium to create high expectations and then overdeliver
- Managing expectations: balancing the sales pitch, the AAA video game mechanics, and the blockbuster visuals
- Hidden data: mining the body language data to access user decision making and emotional response: understand, predict, manipulate

Participants

Alexander Bereznyak - Creative Director, General Electric

Industry 4.0 and ARVR: The disruption ARVR market needs?

10:20 - 10:40

AR & VR World Summit

- What does the introduction of blockchain, AI, 5G and edge mean for AR/VR and what infrastructure will need to be in place to converge emerging technologies into a seamless working network for ARVR
- Talking time scales: When will these emerging technologies become a necessity rather than an add-on?
- Will their interaction finally mean wide-scale adoption of ARVR, or is the cost of infrastructure support too high for most enterprises?

AR/VR and the potential for inclusive innovation: Addressing the cost and consequences of skill gaps in immersive technology

10:40 - 11:00

AR & VR World Summit

- Understanding the expense and exclusions within the AR/VR ecosystem: Where are skill gaps happening, and what can we do to make sure everyone is given the opportunity to work with immersive technology?
- How do we ensure the next generation of tech enthusiasts are interacting with AR/VR as a sustainable career platform?
- VR harnesses the potential of bringing emotion and empathy to the forefront of immersive experiences. What ethical questions does this bring for content creators, and what potential does this unlock for training and education?

Mixed Reality and the Digital Twin – augmenting design through IoT collaboration

11:00 - 11:20

AR & VR World Summit

- How can IoT collect and analyse component data – and why is this crucial for unlocking the most value out of your XR systems?
- The digital twin proposition: Unlocking the value of virtual 3D designs visualising complex infrastructure and overlapping data
- How to effectively account for cost savings and create opportunity through IoT enabled design tools

Networking Break

11:20 - 11:50

Towards creating an enhanced UI (with actual, measurable value)

11:50 - 12:10

AR & VR World Summit

- Focusing UI on minimizing discomfort of AR/VR technology and enhancing workplace use
- Normalising the use of haptics: Does responsive hand tracking hold the key to unlocking the next level of immersive design?
- Understanding spatial dynamics: where will realistic movements allow for greater success in training and design? How far away are headsets from incorporating this?
- Navigating UI market advancements: Distinguishing hype from scalable use cases
- When – and how – will voice technology design in headsets and facilitating real time response in virtual environments become part of the immersive experience?

Participants

Paul Speight - Watch Manager, Leicestershire Fire & Rescue

The role of 5G and AR/VR: More hype or the magic partnership the enterprise ecosystem has been waiting for?

12:10 - 12:30

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- With 5G already being explored in interactive customer experiences at stadiums and concerts, will 5G could become the unrivalled facilitator of unprecedented interactive immersion by reducing latency and facilitating high-speed data reception for enterprises?
- Understanding the timeline for wide-scale use of 5G: how to prepare existing infrastructure to capitalise on emerging opportunities
- 5G and AI integration in AR – Exposing opportunities or expanding the price tag?
- Industry disruption: how will 5G contribute to the emergence of MR, and the stagnation of VR?
- Unlocking the real value of 5G interaction: The enabler of remote AR/VR use-cases in construction and maintenance?
- will the possibilities be shared equally between AR and VR?

Participants

Martin Liboska - Technology & Innovation – 5G CloudXR Programme - CloudXR Lead, Deutsche Telekom

Networking Lunch

12:30 - 13:30

AR's business forte: How AR has become deeply embedded as a tool for maintenance – a case study

13:30 - 13:50

AR & VR World Summit

- Utilizing AR as a remote monitoring and analysis tool, exploring advantages for high-cost, high-risk equipment without having to disrupt its working process
- Expanding AR with remote assistance: How AR encourages collaborative problem solving, without requiring physical presence
- How can pre-generated data help engineers become familiar with a design and problem beforehand to save time and costs during maintenance
- Understanding the technology: with object recognition and visualised data sets, how AR becomes a hands-free manual to aid engineers

Participants

Elisabeth Rochman - Director of Innovation, Xerox

AR/VR on the Edge: Integrating edge for seamless immersive experiences

13:50 - 14:10

AR & VR World Summit

- How can edge technologies build the foundations for seamless immersive environments through effective data collation from hardware devices
- Actioning gathered insights: Does edge- AI convergence support VR worlds? And how to ensure CPU capability can support their interaction
- Exploring how to enhance edge hardware through utilising edge to cloud connectivity and completing the infrastructure support for immersive environments

The Makings of MR: How can enterprises capitalise on the emergence of XR/MR?

14:10 - 14:50

AR & VR World Summit

- Working with wearables: Will headsets like HoloLens or mobile lead the way?
- Eye tracking and movements: managing expectations of the capabilities of MR when interacting with emerging technologies
- Digital overlays and data: Exploration into visualising data with MR technology.
- Will multi modal reaction across the real and virtual environments be capable enough for in depth, mission critical use cases (such as surgery), and how will the real and virtual worlds interact?

Participants

Richard Nockles - Creative Director, Sky VR

Helen Dudfield - Chief Scientist, QinetiQ

Asha Easton - KTN Manager, Immerse UK

George Jjiashvili - Senior Analyst AR/VR, Ovum

Breaking down Spatial dynamics, 3D mapping and LiDAR: What does this mean for your immersive use case?

14:50 - 15:10

AR & VR World Summit

- Why the enhanced accuracy of AR experiences through effective 3D mapping will become a crucial aspect of design and maintenance, and how to capitalize on this early
- How to use 3D mapping to measure and better understand working environments
- The making of XR? How LiDAR mapping combines the real and virtual worlds to facilitate an extended reality platform where the real and the virtual interact seamlessly. What opportunities in design, tracking and planning

Participants

Patrick Tomasini - Deputy Research Development Innovation, Bouygues

Networking break

15:10 - 16:00

How can Cloud AR help create a seamlessly augmented world?

16:00 - 16:40

AR & VR World Summit

- With the requirement of a consistent platform, as well as the low-latency bandwidth data connection needed for high quality and continuous immersive AR, can the race for Cloud AR be practical for enterprise use cases.
- The interconnection of 5G and Cloud AR: a practical solution for enterprises?
- What does the open cloud mean for furthering interactive, immersive learning experiences?
- Inviting the world in: Facilitating a debate around the infrastructure and systems required for open cloud AR and understanding the opportunities – and the issues - of the open cloud.
- What are the viable storage alternatives to open Cloud AR?

Participants

Amy Peck - CEO, EndeavorVR

Martin Liboska - Technology & Innovation – 5G CloudXR Programme - CloudXR Lead, Deutsche Telekom

Working with WebXR: The Future of internet use and the democratisation of content

16:40 - 17:40

AR & VR World Summit

- Facilitating a simplified and unified platform and with support for both VR and AR, will WebXR facilitate a diversification of the hardware and software, and the capabilities they support?
- How will WebXR open more possibilities for integrated AR workplaces and facilitate the 'augmented worker'?
- Managing expectations: the enhancement of in-house content creation across enterprises and marketing teams

SCHEDULE

DAY TWO - 13/06/2019

AR & VR World Summit

12-13 June 2019

ExCeL
London

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14:00	14:10 - The Makings of MR: How can enterprises capitalise on the emergence of XR/MR? 14:50 - Breaking down Spatial dynamics, 3D mapping and LiDAR: What does this mean for your immersive use case?
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