FUTURE OF REALITY

NOVEMBER 5TH: IMMERSIVE ARCADE
CENTER FOR DESIGN INNOVATION
450 DESIGN AVENUE, WINSTON-SALEM, NC 27101

8AM - 10AM EXHIBITOR SETUP
At ACE Theatre Complex

10AM - 12AM IMMERSIVE ARCADE
for special guests & UNCSA faculty, students, and staff

12AM - 1PM EXHIBITOR / VOLUNTEER LUNCH BREAK

1PM - 2PM IMMERSIVE ARCADE
VIP Ticket Holder & Special Guest Access

2PM - 5PM IMMERSIVE ARCADE
General Ticket Holders

LIST OF EXHIBITORS
D-Box & Dark Corner Studios
Lowe’s Innovation Labs
Lenovo
iNK Stories
VRstudios
The Pepper Merchant
UNCSA + VRity Shows
Looking Glass Studios

SPONSORED BY

PRESENTED BY

NOVEMBER 6TH: PRESENTATION PROGRAM
UNC SCHOOL OF THE ARTS - ACE THEATRE COMPLEX
1533 S. MAIN STREET, WINSTON-SALEM, NC 27127

8:00 AM HOSTED CONTINENTAL BREAKFAST & NETWORKING
At ACE Theatre Complex

9:00 AM RYAN SCHMALTZ
Welcome to Future of Reality
SUSAN RUSKIN
The Evolution of Story: Getting Out In Front of the Inevitable
KENT BYE
Our Immersive Future

9:30 AM TED SCHLOWITZ
The Augmented Human
MICHEL PAQUETTE
Moving Audiences with D-Box
TEAL GREYHAVENS
Bringing Horror & Science Fiction to Immersive Mediums
JACQUIE BARNBROOK
Back to the Basics... In All Realities

10:15 AM PANEL: STORYTELLING IN IMMERSIVE - TECHNIQUES, BEST PRACTICES, & LEARNINGS
Michel Paquette, Teal Greyhavens, Jacquie Barnbrook, Yelena Rachitsky, & Guy Primus

10:45 AM BRIEF BREAK

11:00 AM ZEINA ABI ASSY
Tribeca Film Institute’s Role in Expanding the Reach of Immersive Experiences
NAVID KHONSARI
iNK Stories & The Magic of Vérité in Immersive Storytelling
YAIR LANDAU
The Impact of Location Based Experiences in VR
DAV RAUCH
How can Human Centered Design help us to think differently about immersion?
PETER SAMUELSON
Startight & Leveraging Immersive Technology for Doing Good

12:00PM PANEL: FROM EMPATHY TO ISOLATION, IMMERSIVE’S IMPACT ON SOCIETY
Zeina Abi Assy, Navid Khonsari, Yair Landau, Dav Rauch, & Peter Samuelson

12:30 PM HOSTED LUNCH & NETWORKING + FILM SCHOOL TOURS
New Media Building

1:45 PM GUY PRIMUS
Peeping with the Enemy: Co-operation Through the Lens of VR
KEVIN VITALE
VRstudios Top 10 Success Factors for Location-Based VR
PHAEDRA BOINODIRIS
From Games to AI, Ethics and Blockchain: A Journey
JOHN MCBRIDE
Immersive Technologies Across Industries with Looking Glass Studios
JOSH SHABTAII
Using Sci-Fi Narratives to Reimagine Home Improvement

2:30 PM PANEL: IMMERSIVE APPLICATIONS & POSSIBILITIES ACROSS INDUSTRIES
Brian Moynihan, Chanel Summers, Chris Rhea, John McBride, & Josh Shabtai

3:00 PM FIRESIDE CHAT WITH FRED BROOKS AND HENRY FUCHS
Where We’ve Been and Where We’re Going

3:45 PM COFFEE BREAK & NETWORKING

4:00 PM DIANA FORD
How Unity3D is Working with Researchers Around the Globe
VI HART
Art-Based Research for Immersive Media

4:30 PM PANEL: IMMERSIVE’S POTENTIAL AND THE FUTURE OF EDUCATION
Vi Hart, Diana Ford, Thomas Dearden, Phaedra Boinodiris, & Susan Ruskin

5:00 PM YELENA RACHITSKY
Embodying Our Virtual Selves
KENT BYE
Closing Thoughts
RYAN SCHMALTZ
Announcements & Acknowledgements

5:30 PM HOSTED HAPPY HOUR, NETWORKING & VR EXPERIENCES

7:30 PM AFTER PARTY AT DOGWOOD HOPS & CROPS
517 N Liberty St, Winston-Salem, NC 27101