CC / #4
Project Progress Report
Annexe to November 2018

EVENT REPORTS

CC PARTNER MEETING
HAMBURG, GERMANY
OCTOBER 2018

VR CONNECT
AARHUS, HAMBURG AND MALMÖ
JUNE 2018

A world first triangular VR conference!

The concept

Through VR and video streaming, you attended the same conference, whether you were physically located in Aarhus, Hamburg or Malmö. We did not only talk about VR, but we used VR as a tool so that the audience could experience the scope and opportunities of VR.

We had three speakers – one in each venue, who in turn talked about VR across three strands - the power of VR, status quo and the future of VR, and VR as your tool.

The first speaker was Cedric Gamelin from Emblematic Group in L.A who talked about The power of VR. He was physically located in Aarhus, while the

participants in Hamburg and Malmö watched a live video stream from Aarhus.

After Cedric Gamelin, the speakers in Hamburg and Malmö also talked through live streaming for the participants across the three cities.

Each partner-city had invited one speaker that besides a talk had some VR experiences that the whole audience watched at the same time via VR headsets. Each location had its turn with a live talk that was streamed to the two other locations. After each talk there

was a very successful Q&A via live stream. The talks, although streamed were captivating and the format highly successful.

Several times during each talk, the speaker showed examples in VR. Participants in all three cities were wearing their own VR headsets, and when the speaker asked them to put on the VR headset, they all did it simultaneously in all three cities, and a VR experience would synchronously start for all participants. After the VR-experience example, the speaker asked the participants to take off the VR headset again, and the talk continued either on the stage or on screen, depending on location.

The Sessions

Experience 1: The Power of VR

Speaker: Cedric Gamelin, The Emblematic Group, Los Angeles. Cedric has been "found" thanks to VIA's attendance of SXSW in March 2018.

Experience 2: Status Quo and Future of VR

Speaker: Mathieu Pradat, La Prairie Productions, Paris. Mathieu is at the same time architect, VR artist and film producer. This non-entertainment background made him so interesting for our conference. He has been found via the call for entries of VRHAM! Festival. Mathieu also had a VR experience in the expo.

Experience 3: VR as Your Tool

Speaker: Jaana Nykänen, Divine Robot from Malmö. Jaana is a local VR producer from Malmö and was found via Media Evolution's network.

Exclusive – Greenland Melting VR Experience

In addition to the conference itself, we also offered an exclusive opportunity to try the award-winning VR climate experience 'Greenland Melting' which attracted a lot of people at the worldwide known conference South by South-West (SXSW) earlier this year. Emblematic Group is the company behind the experience 'Greenland Melting'.

The 'experience lab' during VR Connect used the equipment from our Create Converge VR Lab. The award winning experience "Greenland Melting" was the featured experienced, that used our gear.

Sell Out

The conference was held twice on Tuesday, June 12 and barely a seat untaken.

Due to the format, 30 seats were available in each city for each session – so in total 60 seats in each city. 180 people who had received an invitation, distributed across the three cities, got the opportunity to participate in this exclusive conference.

Invitations to this conference were sent out via direct mail and disseminated via LinkedIn, XING, Facebook and partner and Create Converge websites.

Development

A technically challenging event, it was under development for most of Create Converge's lifespan. In reporting period 2, during VR Days in Amsterdam, we met Showtime VR who had the perfect tool that convinced us our aspirations were realistic and could be fulfilled.

All three locations were totally at the mercy of the functionality of high speed internet...a very exciting experiment which luckily worked out.

Showtime VR: https://showtimevr.eu/

Comms Examples

All partners were sharing and promoting the conference through various channels, having in mind that the target groups were sectors beyond entertainment. The aim was to give them inspiration as to how they and their companies or organizations could benefit from using VR in their communication, training, and service delivery.

See the full program and signup page (for the Aarhus-part) here:
        http://createconverge.eu/2018/05/17/vr-connect-3-locations-1-conference/

http://createconverge.eu/2018/05/17/vr-connect-3-locations-1-conference/
http://createconverge.eu/2018/07/11/vr-connect-three-cities-one-conference/

https://www.ffhsh.de/de/termine/T/177817/2018_05_22_VR_Connect

https://www.facebook.com/createconverge/posts/2025275221023612
https://www.facebook.com/ffhsh/posts/1968142433235805

Mathieu Pradat: https://www.facebook.com/mathieu.pradat/posts/10155822248269302

Cedric Gamelin:
https://www.facebook.com/permalink.php?story_fbid=1977027772347271&id=153632894686777

https://www.instagram.com/p/BjwmdRKA8qU/?taken-by=ffhsh_
https://www.instagram.com/p/Bj6w8D1nHdX/?taken-by=ffhsh_Gamelin
https://www.facebook.com/cedric.bambi/posts/10156534722015979

We published a joint article after the conference:
http://createconverge.eu/2018/07/11/vr-connect-three-cities-one-conference/

Outcomes

The capacity of 180 had barely a seat left and 36 companies were introduced to new/improved knowledge partnerships. During networking activities organisations and people met - in order to collaborate more with each other and build new relationships.

Please see additional Media Evolution Events Appendix for Malmo.

VR Connect Aarhus

VR Connect Hamburg

VHRAM!

VRHAM! PREVIEW AND KEYNOTE BY MICHEL REILHAC

HAMBURG, GERMANY

JUNE 2018

The triangular VR Conference **"VR Connect - one Conference, Three Locations"** took place attached to VRHAM!, the world's first Virtual Reality and Arts Festival held in Hamburg from June 7-17 2018.

This event was organised in collaboration with Creative Europe Desk Hamburg and offered a preview of the 1st edition of the virtual reality and arts festival VRHAM! in Hamburg,

It featured a keynote about virtual reality by transmedia author and VR expert Michel Reilhac on June 6th. The event took place at the occasion of the Studio Hamburg Nachwuchspreis – an award for young filmmakers, taking place in the evening of the same day. Michel Reilhac gave an overview about what virtual reality is all about and was stressing out that VR relies on the technologies of the future. Each storyteller has to transform his or her story into an experience by permanent change, experiential storytelling and space manipulation.

The keynote was followed by the pre-opening of the expo and networking: participants could choose up to three out of 16 VR experiences they could try out as the very first visitors.

In total 45 participants, (freelancer and 25 companies represented) attended the event. In RP 4 invitations via direct mailing to 480 people has been sent out, as well as we have published it on CC- and FFHSH-websites:

Comms Examples

www.createconverge.eu: http://createconverge.eu/2018/05/18/vr-keynote-and-preview-vrham/

www.ffhsh.de: https://www.ffhsh.de/de/termine/T/177460/2018_06_06_Preview_VRHAM

https://www.facebook.com/createconverge/posts/2016751321876002, https://www.facebook.com/153632894686777/photos/a.212039202179479.61849.153632894686777/1970353653014683/?type=3&theater

https://www.facebook.com/permalink.php?story_fbid=1970358513014197&id=153632894686777

https://www.facebook.com/permalink.php?story_fbid=1968142433235805&id=153632894686777

HAMBURG FILM FESTIVAL
INCLUDING CC EVENT
HAMBURG, GERMANY
OCTOBER 2018

FILMFEST HAMBURG

MASTERCLASS WITH SIMON WILKINSON: IMMERSIVE TECHNOLOGY AS A PUNK MOMENT

HAMBURG, GERMANY
OCTOBER 2018

CC organised a Masterclass with transmedia artist Simon Wilkinson. The masterclass took place at the occasion of Filmfest Hamburg and the Create Converge Partner Meeting.

With 64 participants the event saw 25 companies represented.

The Masterclass took the form of a 60 minute lecture followed by a Q&A and the chance to try the VR experiences Simon brought along.

Simon spoke about the time from the "punkification" of cinema in the '90s, to the beginning of the YouTube age in the middle of the 2000s, to the playground that is virtual reality.

Free software and easy access to education have revolutionised film-making around the globe. With examples from Central Asia, Latin America and Africa, transmedia artist Simon Wilkinson has shown us what VR is all about. The real "punks" of the virtual reality movement aren't the big organisations, rather the individual artists and groups that throw themselves from one experiment into the next. Over the last three years, Wilkinson's VR installations have been on display in 25 countries, and the transmedia artist is considered one of the most important VR experts in Europe. Moderation has been conducted by Jo Nolan, Managing Director of Screen South.

Comms Examples

www.createconverge.eu: http://createconverge.eu/2018/08/29/masterclass-immersive-technology-as-a-punk-moment/

www.ffhsh.de: https://www.ffhsh.de/de/termine/T/179095/2018_10_04_Masterclass_Immersive_Technology_as_a_Punk_Moment

Facebook: https://www.facebook.com/ffhsh/posts/2151806801536033 https://www.facebook.com/createconverge/posts/2106556866228780 https://www.facebook.com/media/set/?set=a.2117908588426941&type=1&l=abf76b1eec

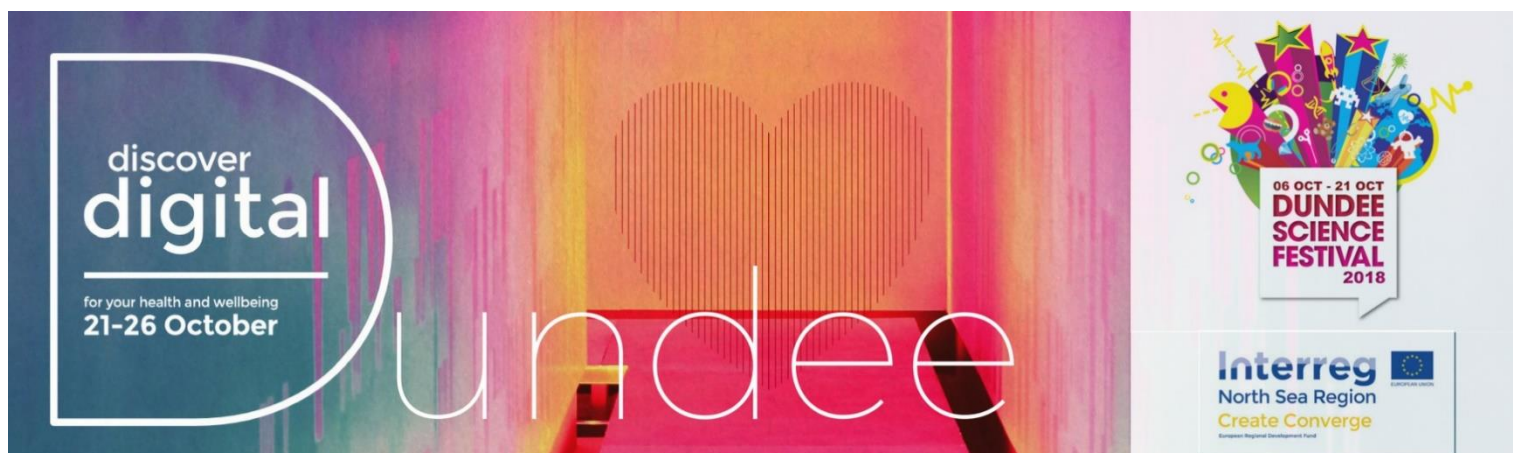Filmfest Hamburg: https://www.filmfesthamburg.de/de/veranstaltungen/2018/Immersive.php

DISCOVER DIGITAL: FOR YOUR HEALTH AND WELLBEING - THE DUNDEE SHOWCASE

AS PART OF DUNDEE SCIENCE FESTIVAL 2018

DUNDEE SCIENCE CENTRE, SCOTLAND, UK
OCTOBER 2018

This event was 'sold out' and marked the launch of and was part of Discover Digital: for your health and wellbeing, Scotland's first week dedicated to hands-on, immersive, multi-media wellbeing events that was held in Glasgow. It saw family drop-in events with experts pitching and present their science at stalls around Dundee Science Centre.

www.alliance-scotland.org.uk/DiscoverDigital

CC provided support and worked in collaboration with DSC and Health and Social Care Alliance Scotland.

From everyday tools to apps and specialist tech, the event aimed to help people discover how healthcare is going digital. It offered hands on, immersive, multi-media experiences where people of all backgrounds and ages could experience how digital technologies

Discover Digital: for your health and wellbeing. The Dundee showcase.

Book now to be part of Scotland's first 'Discover Digital' week
Sunday, 21st October 2018 at 10:00am
Dundee Science Centre

Booking closed
Sorry, bookings for this event are now closed.

Ticket	Price	Quantity
Dundee Digital Discoverer Valid between 10am - 5pm on 21 Oct, 2018	Free	Sold Out
Dundee Digital Discoverer SECOND RELEASE Valid between 10am - 5pm on 21 Oct, 2018	Free	Sold Out

Make booking

Imagine living better and healthier with the help of technology. What if:
- we used virtual reality and games to better communicate health to young people?
- smart tech could help you live independently for longer?
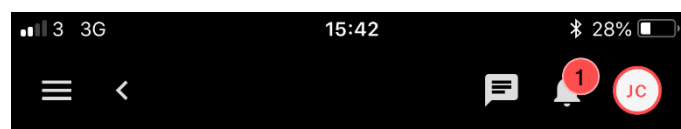
EDINBURGH INTERNATIONAL TV FESTIVAL

EDINBURGH INTERNATIONAL CONFERENCE CENTRE, SCOTLAND, UK
AUGUST 2018

Event mobile app showing delegate listing for Create Converge.

The Festival is a key industry event now in its 44th Year that attracts more than 2000 delegates. Speakers from the highest level of broadcast and online platforms, content production and technology present a sessions with Q&As.

These offer excellent opportunities to ask questions and highlight Create Converge, meet speakers at the end of their sessions and network with delegates. Whilst addressing content for broadcast, the show offers excellent content on innovative approaches to producing across all formats and platforms that are highly relevant for engagement with different audiences for purposes beyond entertainment.

This year saw sessions on VR and AI. The TV Festival sessions can be seen at Youtube: https://www.youtube.com/user/mgeitf/videos

PERFORMANCE CAPTURE ON AUGMENTED, IMMERSIVE & MIXED REALITY PLATFORMS
STEVE JELLEY, CO-FOUNDER & JOINT MANAGING DIRECTOR
HAMMERHEAD VR

Steve Jelley is an award-winning producer and creative entrepreneur with 20 years of experience in content production, distribution and technology innovation. He is co-founder and joint Managing director of immersive content studio Hammerhead, and of Dimension, one of the world's most advanced volumetric & 3D capture studios. The session included information on their experience of working with sectors beyond entertainment.

And you can apply for Dimension Studios Partner Programme and get great tools to develop content and apps. https://www.dimensionstudio.co/

What is volumetric & 3D capture studios?

There's a great description of this in the context of Dimension's studios in a blog by Jamie Feltham.

"Volumetric Capture is an immensely promising means of digitizing humans for VR and AR. Using a large number of cameras — 106 in this case — an actor or artist's performance can be captured at extremely high resolution, and then digitized as a 3D asset that can be dropped into any kind of experience from VR and AR to standard 2D video or 3D playback on tablets."

There's a video example of healthcare in action and an important note on the partners Digital Catapult, Hammerhead and Microsoft.

They "are actually more enthusiastic about other, less obvious applications. In **healthcare**, for example, you can capture highly-detailed scans of a patient's injury for assessment training. It's even being used to train doctors in saying no to demanding patients that are begging for antibiotics."

https://uploadvr.com/inside-europes-amazing-new-volumetric-capture-studio-dimension/

CAN AI MAKE TV BETTER?

TONY EMERSON, WORLDWIDE MANAGING DIRECTOR, MEDIA AND CABLE MICROSOFT CORPORATION
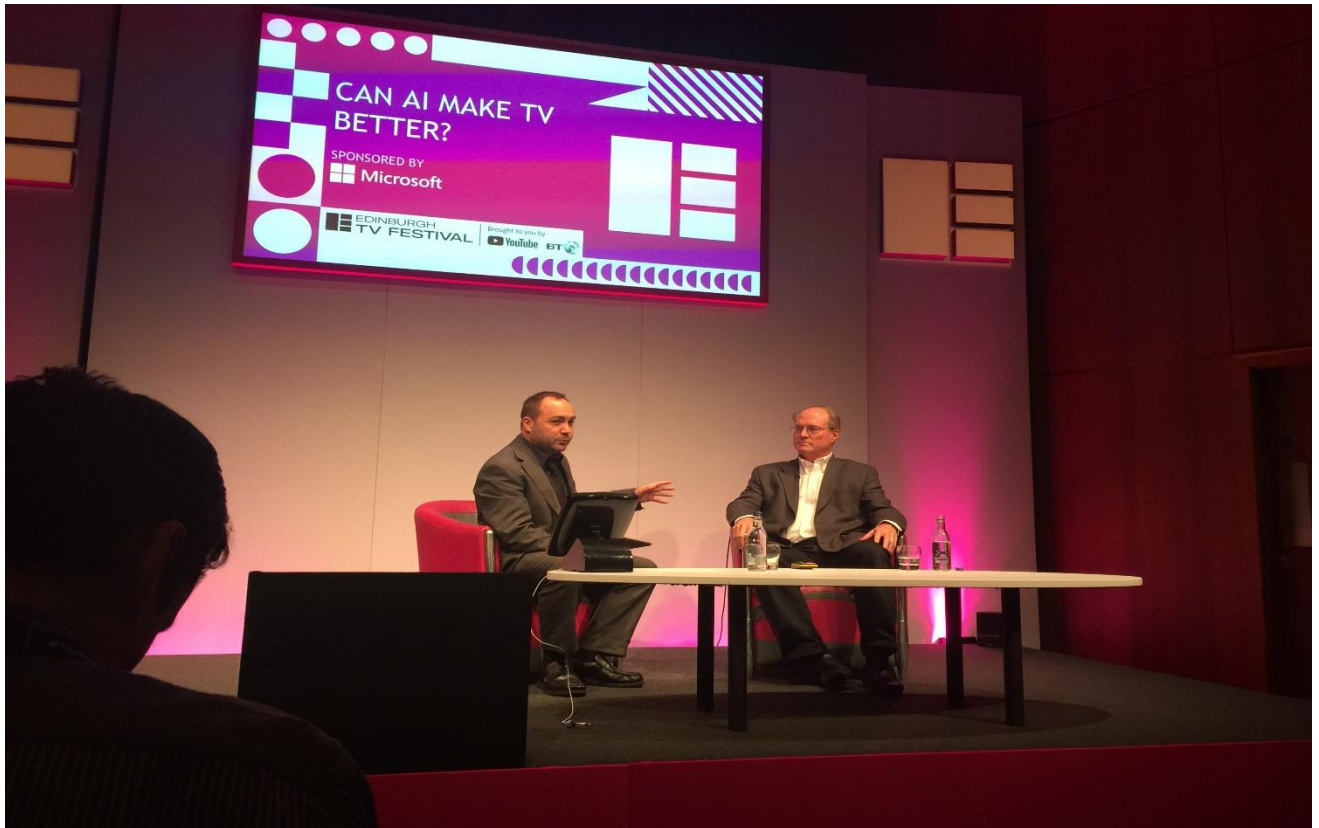
Amazon, Netflix, and Endemol Shine all use Artificial Intelligence. AI is transforming production of and engagement with content.

It can inform creative approaches by providing insight on how audiences interact with content and therefore how it can be made for maximum interest and appeal.

It also allows mining of existing content and data to deliver valuable digital assets for re-use.

As Microsoft itself says: "Video indexer builds upon media AI technologies to make it easier to extract insights from videos. Power new forms of content discovery such as searching for spoken words, faces, characters, and emotions. Enrich your apps with embedded video insights to drive user engagement."

You can try out their amazing tool **for free** at: https://vi.microsoft.com/en-us/
Watch Tony's session at https://www.youtube.com/watch?v=O2E_2IoTMGc

SXSW

AUSTIN, TEXAS, USA

On behalf of CC, Media Evolution hosted a series of networking events in one of the biggest digital media, film and music conferences SXSW in Austin Texas.

This was also an opportunity to share knowledge and information arising through Create Converge during the Festival and bring home new collaborations.

There was a plan to spread the word and that was well and truly accomplished – particularly around the possibilities for sectors beyond entertainment.

For example we used the online VR/AR tutorials that show how to do unique fashion shoots for fashion photographers, and the AR tutorial that shows the possibility of creating an AR image that includes video.

Through networking activities at SXSW at least 20 different companies from southern Sweden went and took part in Create Converge networking and it was evident that this contributed to increased interest and engagement.

Matchmaking event under SXSW 2018

The event reached about 400 attendees where we had invited 125 special guests for networking. We teamed up with SAS that ran House of Scandinavia which we used for our venue. We also had a panel discussion with The Swedish-American Chamber of Commerce (SACC) in Austin with Scandinavians turned Austinites because of business. For entertainment there were video showcases and DJs.

Please see additional Media Evolution Events Appendix.

NORDIC NOIR SUMMER SCHOOL

AARHUS, DENMARK

AUGUST 2018

We finished all the VR and AR tutorials from the Nordic Noir Summer School

During the Nordic Noir Summer School in the summer 2017, we worked around the event in order to investigate how to combine the knowledge of Fashion shoots with VR and AR in a learning environment.

During the Fashion Shoot Nordic Noir Summer School, we documented the process of fashion shoots in VR (behind the scenes) together with the creation of an AR tutorial for the future making of fashion shoots. It was planned that the outcome could be used by anyone with an interest in using diverse media tools and the fashion industry, as well as educational institutions.

This led to production of a mini manual for inspiration and guidelines for how to work with fashion shoots in combination with AR/VR. This will be made available online in the near future.

The reason why this project became a pilot was because of the lack of video in AR apps in 2017. Most of the apps using AR were graphics or motion graphics. With this there comes a short tutorial on how to integrate video playback in Unity UI and a demo video on how it works. Along with the tutorial there is an .APK file to try it out on Android phones.

AUGMENTED WORLD EXPO
MUNICH, GERMANY
OCTOBER 2018

CC was represented by victorious VIA at this event.

This was the 9th World Expo and the third time it was held in Munich. This is the world's #1 AR+VR conference and expo with annual dates in the USA, Asia and Europe.

It brings together a mix of CEOs, CTOs, designers, developers, creative agencies, futurists, analysts, investors, and leading media in a fantastic opportunity to learn,
inspire, partner, and experience first hand on of the most exciting industries of our times.

This was 2 days with 100 speakers, 100 exhibitors and over 1000 attendees. The agenda for the speakers was across 7 different strands.

MAIN STAGE
DEVELOP TRACK
ENTERPRISE TRACK
ENTERPRISE 2 TRACK
LIFE TRACK
DESIGN TRACK
STARTUP PITCH

About AUGMENTEDREALITY.ORG
AWE is produced by AugmentedReality.ORG a 501 (c) (6) non-profit organization. All profits are reinvested in AR.ORG's services.
Mission: Advancing Augmented Reality to Advance Humanity.
Goal: 1 billion active users of AR by 2020.

AR.org facilitates and catalyzes the global and regional transformation of the AR industry by:

Educating and boosting awareness about the real power of AR
Connecting the best talent around the world with the best in AR
Hatching AR initiatives and helping bring them to market

This report by VIA's Thomas Erland Pedersen:

During my two days in Munich I attended several panels and talks on the future of AR and were the industry is heading

Among them:

PTC Vision for Augmented Reality in the Enterprise (Main stage)
Augmented Reality has the power to fundamentally change the way people work. It bridges the digital and physical worlds, providing value across the enterprise.

When coupled with IoT data, AR applications become truly transformative experiences, driving many enterprises to completely re-imagine how they manufacture, sell, operate and service their products.

From Prototype to Global AR roll-out with Bosch (Main stage)
Together with Bosch, we will share the most essential ingredients to open up the AR world to your organization. We will tell our joint AR story from start to finish (and beyond) with insights into content approaches, strong partnership ideology, business strategy, and technical criteria. Start your enterprise AR journey today by learning how those have done it before you.

Bosch Technical Trainings Supported by Augmented Reality (Main stage)
The presentation explains about this innovative training application and it's challenges, it describes the technical solution approach and provides initial feedback and learnings from training sessions that were held in Bosch training facilities and during public events.

Mobile AR IS White Hot (Main stage)
This presentation will discuss the key ideas in my book "Charlie Fink's Metaverse, An AR Enabled Guide to AR & VR": (1) Technology succeed when it takes what we are already doing and makes it better; (2) People are the killer app; (3) we always overestimate the short term and underestimate the long term. To this, I would add

two insights, which I'll discuss in some detail. First, the world is going to be painted with invisible data. How will it work? How will we see it? What will we use it for? Second, VR and AR are still wrongly conflated and use confusing terminology. We can't even agree on what to call things. I will also talk about my follow up book, coming out in March 2019, "Painted With Data", which is a deep dive into the many modes of AR.

The Age of Smart Information (Main stage)
Led by Author and Envisioneer, M. Pell of The Microsoft Garage, this session takes you through real-world examples of how common collections of content can be transformed into Smart Information (powered by XR). The session also serves as a launch point for a movement that will revolutionize the very nature of information.

The Reality Ecosystem: what XR (AR/VR/MR) needs to go big (and how Europe wins), (Main stage)
Tim is a software engineer, investment banker, lawyer and founder, and one of the most connected people on the planet for AR/VR/XR at CEO level. He writes regularly about AR/VR/XR for TechCrunch and others, as well as being interviewed, quoted and presenting across all major media and conferences globally.
Tim was educated at Yale and Sydney Universities, and before founding Digi-Capital worked for investment banks, News Corp and Ernst & Young in North America, Europe and Asia.

I also visited several of the many exhibitions.

AWE (Augmented World Expo) kicked off its third annual European conference and expo with an exciting press conference featuring major announcements from some of the Augmented Reality, Virtual Reality and Mixed Reality (XR) industry's top thought leaders and companies, including AWE, Digi-Capital, PTC, RE'FLEKT, Bosch, Vuzix, Upskill, Eyecandylabs, and the newly established Open AR Cloud Organization (OARC).

The morning began with opening remarks from AWE Co-founder and CEO, Ori Inbar, highlighting the XR industry's growth echoed in AWE's news of its global community expansion with the launch of 10 new AWE Nite meetup chapters: San Francisco, New York, Los Angeles, Phoenix, Chicago, Toronto, Vancouver, Berlin, Tokyo and Tel Aviv. The goal of AWE Nites is to advance the augmented reality industry in each city by connecting and empowering its community and to join these local communities to the greater AWE network which currently has a reach of over 250,000 professionals across all channels.

"AWE is the world's gathering place and showcase for the rapidly maturing XR industry– attracting the leaders, the doers, and the corporations evaluating adoption of XR technology," said Ori Inbar, founder and CEO of AWE. "The ultimate goal of AWE is to inspire one billion active XR users by the year 2020, and all signs point to this becoming a
reality: rapid XR adoption by the Fortune1000, big bets by tech, manufacturing and

consumer giants, and record investment in the billions. These growth and collaboration factors, when combined with our news partnerships news, the expansion of our AWE Nites series to 10 cities worldwide, and our open call to the community at large for OARC awareness and involvement–make this year's AWE EU our most compelling and powerful event yet."

Inbar's remarks were followed by the debut of exclusive market data, both globally and specific to EU, presented by Tim Merel, Managing Director of Digi-Capital, based on the results of an XR survey conducted in cooperation and partnership with AWE. One of the major findings highlighted in his presentation was the need for XR organizations to seek revenue opportunities outside of their geographic regions:

"Our work shows that the bulk of AR/VR startups aren't selling outside their own backyards, at a time when growing revenue and extending financial runways are critical to
survival. So while there is money to be had internationally, many are simply leaving it on the table. Although Chinese computer vision/AR investment grew 3x to $3.9 billion over the last 12 months, in stark contrast North American VC investment in AR/VR startups dropped below $120 million in Q3 2018. So North American startups (63% of revenue generated domestically) not making money in Asia (only 11% of revenue coming from the largest revenue region) or Europe (just 16% of revenue from the second largest revenue region) could be putting themselves at risk."

The AWE EU 2018 press conference then debuted the following major announcements. PTC announced new industry research with detailed findings of how augmented reality drives best-in-class performance in factory operations, service, and training. The report, compiled in conjunction with Aberdeen Group, identifies significant financial improvements realized by companies embracing augmented reality, and provides best practices for unlocking the potential of AR across a variety of environments.
Vuzix announced that it is ready to launch the Blade Edge commercial edition release of the Vuzix Blade® Smart Glasses and expects shipments the first week of November 2018. The first commercial release of Vuzix Blade includes the Blade Edge SDK version 5 commercial edition, which allows customers to take advantage of communication links between iOS and Android devices. The release also includes the Vuzix Blade companion app, featuring email, messages, media player support and user-specific application notifications.

RE'FLEKT unveiled a new standard enterprise operating system–built on its leading REFLEKT ONE Enterprise Augmented Reality ecosystem– with extensive partner network of global hardware, software and enterprise players. The standard enterprise operating system plus partner network opens up the workforce to utilize visual guidance powered by AR as an out-of-box integration to improve day-to-day tasks across all business sectors.

Upskill announced the expansion of its early access program for Skylight for Microsoft HoloLens to global customers. In addition, the enterprise AR software leader unveiled

expanded device support and the availability of its latest Skylight for Mobile for Android and iOS. These enhancements allow users to leverage the Skylight AR software platform across multiple experiences and device paradigms –assisted reality on smart glasses, mixed reality on Microsoft HoloLens, and remote assistance on mobile devices.

Eyecandylabs announced the release of its augmen.tv SDK to allow customers to incorporate the software based solution into apps for augmented reality video and linear TV. The toolkit roll-out, which will initiate with the Unity SDK Plugin beginning in 2019 and followed by iOS and Android native SDKs, enables content creators to build engaging and interactive AR-experiences on video, driving user engagement and monetize it through new revenue streams.

Bosch introduced a new AR solution for the automotive industry: a link between the company's ActiveSchematics software, which automatically generates VIN specific wiring diagrams to allow vehicle technicians to diagnose and repair vehicles, with its Augmented Reality application (CAP Common Augmented Reality Platform). When combined, the solution significantly reduces effort and time for automotive service technicians.

Open AR Cloud (OARC) initiative introduced at AWE USA 2018 including the introduction of its 16 founding members and an inaugural Open AR Cloud working session to focus on two core topics: the introduction of its "Privacy Manifesto for AR Cloud Solutions," a policy statement outlining the organization's preliminary seven core AR-Cloud privacy and security principles; followed by an open discussion on the development of a shared Spatial Index / DNS and frame of reference for a geographical 6dof/pose format.

Along the way I talked to several people from the AR industry.

Oneasme.com
Re-flekt.com
Wikitude SDK AR platform
Guidebot.com
Vufuria – Engine – Chalk - Studio
BOSCH
Charlie Fink - METAVERSE

And some intriguing snippets from Transnational Lab partners the xxx University of Hertfordshire.....

BIG DATA EVENT

HATFIELD, UK
JULY 2018

The Transnational Platform Lab (G+VERL) provided a showcase of AR and VR prototypes as part of the Hertfordshire Data Science showcase (July 2018) to a diverse audience of SMEs, Government bodies and Professionals from fields from science to human resources. We provided a demonstration of some of the early outcomes of Work Package 4 prototypes.

And the amazing Abertay....

GAME ON 2018

Abertay conducted a virtual reality masterclass to industry and academia as part of the 19th annual conference.

WORLD BIODISCOVERY CONGRESS 2018

Abertay gave a keynote at the World BioDiscovery Congress 2018 on the contribution of computer games in healthcare

OIL & GAS WORKSHOP

Abertay participated in a workshop with the oil and gas industry on augmented and virtual reality.

More on these later. 😊

LEARN (COHORT) PROGRAMME OF EVENTS

We've attached a special report by the superlative Screen South on activities across skills training, talent progression, showcasing and promotion including:

Create Converge Accentuate projects - games and interactive development work with museums and heritage sector amongst others.

Random Acts Partnership with UK broadcaster Channel 4.

VR conference as part of the AHRC Creative Cluster programme in the UK

Kent Skills Guild workshop round table - collaborative tender bidding - working through a Joint tender process.

Please see additional WP 5 Learn Appendix.

Plus another example of the marvellous Media Evolution's weekly events to give you the flavour

MORNING SEMINAR ABOUT BLOCKCHAIN, CREATIVITY AND CONTENT
MALMO, SWEDEN
MAY 2018

How to see upon these areas in new ways and how new collaborations can be formed thru various ways. 140 attendees at Media Evolution City.

Please see additional Media Evolution Events Appendix.

From or roving ambassador for Create Converge and keeping it real, Melinda Jacobs of subatomic……

Through events such like the Gamification Masterclass and the **Rotterdam Startup Academy,** as well as the **Chamber of Commerce skill session**, we've been sharing our knowledge with companies outside the creative sectors about creative practices that could help them internally, as well as helping creative companies themselves understand better how to launch into markets. Including **UPRISE**, we've also helped creative companies understand how to test business cases better, and learn how to refine their pitch, through a validating assumptions skill session we've given several times over the year.

Norway event keynote for hundreds of students in Norway on creative industries and storytelling to inspire new practitioners to enter the field

Gamification/Blockchain
Dublin and Amsterdam

Spoke in front of audiences in Dublin and Amsterdam on gamification and cryptocurrency/blockchain.

By helping with the Chamber of Commerce event we have influenced many entrepreneurs or professionals looking to work for small companies gain skills that will help them seek employment. By also working with co-working spaces, like Startup Foundation, and events geared towards matching employees with companies, UPRISE, our knowledge, input, and mentorship help steer employees and companies together.

And a selection of others:

Bransjedagene – September 2018 - Lillehammer, Norway

Pirate Summit - July 2018 - Cologne, Germany

 Angel Island - September 2018 - Amsterdam, NL

UPRISE - October 2018 - Dublin, Ireland

Women in Tech Regatta – October 2018 - Amsterdam, Netherlands

Gamification Europe - November 2018 - Amsterdam, Netherlands

Techcrunch Disrupt Berlin - November 2018 - Berlin, Germany

KI Capital Invite-Only Dinner - November 2018 - Stuttgart, Germany
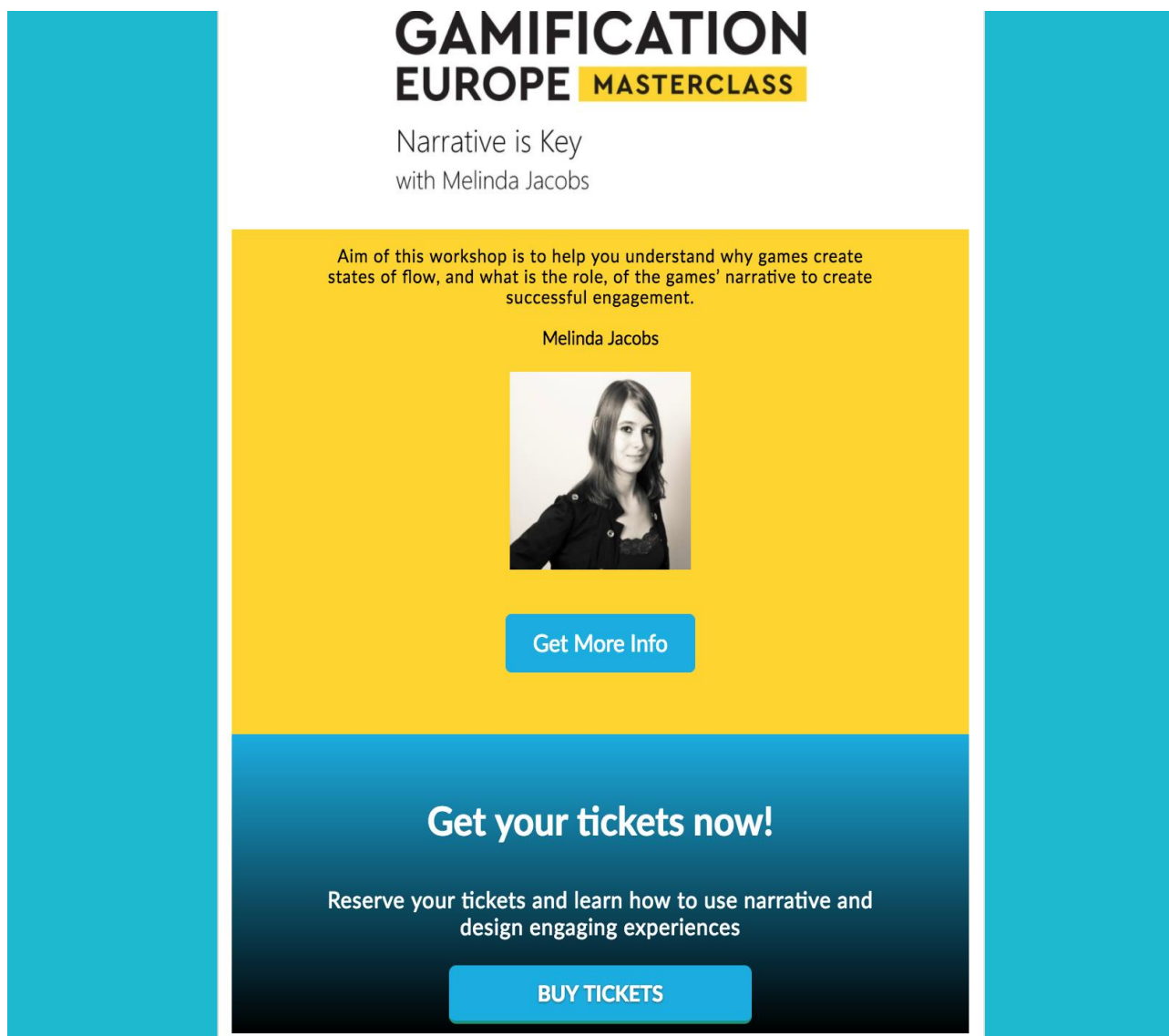
GAMIFICATION EUROPE MASTERCLASS

LONDON, UK
JUNE 2018

Gamification Europe Masterclass is a 2 day training event that can give you all the necessary tools to use gamification in your organisations. Exceptional trainers make sure you got everything you need to go back to your everyday jobs and harness the power of games. Every session runs from 09:00 am to 17:00 pm exploring a specific part of gamification theory and tools.

Subatomic's Masterclass was run by Melinda and discussed what is Narrative and how attendees can use it to improve their products and services. From our understanding, there were 10 attendees from 7 different companies.

Link to summary: https://gamification-europe.com/gamification-masterclass-inreview/

Gamification Europe Masterclass website

Narrative is Key

Tuesday 19 June 2018, 9:00am - 17:00pm
Broadway House Tothill Street London SW1H 9NQ

GAMIFICATION EUROPE MASTERCLASS

Description

In this workshop, Melinda Jacobs of Subatomic will show you how to find and define the narrative of your experience and design the journey of your user.

What's the story you're telling? What's the process (journey) you're facilitating?

Aim of this workshop is to help you understand why games create states of flow, and what is the role, of the games' narrative to create successful engagement.

Course takeaways for all delegates

- **HIGH** Value Checklist to Build Your Own Successful Gamification Project (worth £250)

- **COMPLIMENTARY** 30-day Online Follow-Up Consultation with Trainer (worth £300)

Link to summary: https://gamification-europe.com/gamification-masterclass-in-review/
PDF attached with description of event and timeline (Gamification Europe Masterclass - Narrative is Key (description) - Jacobs.pdf)

STARTUP ACADEMY
ROTTERDAM, NL
AUGUST 2018 -

Startup Academy is where participants get hands on experience with modern entrepreneurship techniques. During the program participants will be part of a startup, or, "a temporary organisation searching for a repeatable and scalable business model" as Steve Blank would say. Together, Startup Academy helps participants start with a problem to solve, and find out if the problem is worth solving with who they think the customers are. Once they know if a solution is in demand, they can start work on what that solution should be. Startup Academy covers Effectuation, Business Modelling, Customer Development and Lean Startup to ensure participants have got the tools to deliver a viable business model at the end of the course. The goal for participants with this program is to ensure they've got hands on experience with the techniques that matter, and for them to turn that knowledge into viable businesses. The program has had dozens of teams that made real money, within the 48 hours of the program.

Melinda represented Subatomic at the Startup Academy by participating in the fishbowl for the weekend. A fishbowl is an event where the moderator introduces the topic to be discussed with the main speaker (Melinda) and the moderator starts discussing the topic. The audience outside the fishbowl listen in on the discussion. The moderator invites members of the audience to join at any point (there are 3 other open seats). This means any member of the audience can, at any time, occupy the empty chair and join the fishbowl to ask a question to the main speaker. When this happens, if all the chairs are filled, an existing member of the fishbowl must voluntarily leave the fishbowl and free a chair. Startup Academy invites successful founder to talk to attendees about the ins and outs of running a business. Startup founders attending the event could ask Melinda any question(s) about running a company, working as a creative professional, or designing a product. The goal of the event is to pass skills to people wanting to start their own (creative) business.From our understanding, there were 13 attendees from 11 different (starting) companies/projects.

Link to Startup Foundation: https://startup.foundation/
Link to Startup Academy information: http://academy.startup.foundation/

BRANSJEDAGENE

LILLEHAMMER, NORWAY
SEPTEMBER 2018

The Bransjedagene is a yearly event for students in Norway in Film, TV, and Gaming. This year's business days was held at Scandic Lillehammer Hotel. The topics of the day are creative leadership and ethical responsibility, and future and multiplatform storytelling! Students were invited to a day filled with exciting content that the program hoped would engage and fascinate them. Through lectures, panel debates and an exhibition area, students got a chance to meet big industry names, and hear best practices from actual professionals. The program pitched this as a unique opportunity for gaming, TV, and movie enthusiasts to be inspired by actual media development and to meet actual members of the industry.

Subatomic's keynote was done by Melinda on storytelling "Harnessing the Power of Storytelling: Interactivity and the Human Brain". Melinda spoke on the importance of storytelling in everything we do and how interactive media (like games) lets creative companies tell their stories in immersive, engaging, and participatory ways. Melinda was one of two international speaker keynotes invited to talk during the full day program. From our understanding, there were over 400 students in attendance from the GAME/TV/FILM program.

A video of this talk will be available in the future.

Link to Bransjedagene's Facebook page: https://www.facebook.com/bransjedagene
Link to more info about Bransjedagene:
https://www.participant.no/hogskole/bransjedagene2018
http://www.ostnorskfilm.no/nyhet/bransjedagene-film-tv-spill

UPRISE
DUBLIN, IRELAND
OCTOBER 2018

UPRISE Festival Europe is a 2 Day Tech and Talent Festival held in the heart of Dublin, Ireland in October 17-18th. Their Festival has 105 Speakers, 500 Startups, 35 Investment Funds, 66 Exhibitors and 2000 Attendees. This is our 7th edition in Europe and 3rd in Dublin of our People first Festival.

Melinda represented Subatomic by offering an hour-long version of their workshop "Fake it 'til You Make it: Validating Assumptions", conducting 5 on camera interviews with various speakers at the event, and moderating a panel on "One Click to Rule Them All: Interaction of Payment Networks".

"Fake it 'til You Make it: Validating Assumptions" is a workshop where participants will learn how to approach validating their business or product assumptions without relying on expensive or time consuming production. We covered how to hone in on the most essential assumption to test (first) and how to think creatively when setting up their experiments. Participants will be able to apply what they learn with their teams, repeating this technique throughout their product's design process to save time and money. We also briefly cover when in this process - and when not - to consider using gamification to improve user engagement. From our understanding, there were 14 attendees from 10 different companies.

The slidedeck was available to attendees upon request.

The on camera interviews conducted were with:
- Amy Neale
- Thimo Schmitt-Lord
- Mathias Ockenfels
- Marco Robinson
- Christian Rebernik

In total there were 5 participants in the interviews.

"One Click to Rule Them All: Interaction of Payment Networks" was a panel about how banks and payment platforms are moving toward the holy grail of user interaction: getting to the one click transaction. But is this a realistic goal and can it be achieved? Representatives from Ripple, Raisin, and KANTOX were on the panel. There is no exact number available for attendees, but the estimation was between 30 and 40 attendees.
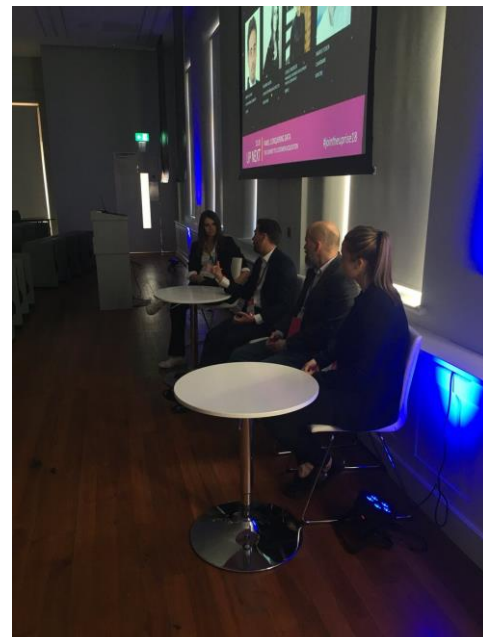
KAMER VAN KOOPHANDEL (CHAMBER OF COMMERCE) STARTERSDAG

EINDHOVEN, NL
NOVEMBER 2018

Startersdag is an event hosted by the Dutch Chamber of Commerce, the Kamer van Koophandel (KvK), for individuals interested in starting, or recently have started, their own business. There are talks (in Dutch), workshops (mostly in Dutch), and inspiration sessions (mostly in Dutch) available for attendees as well as an expo area with companies that can provide services for starting businesses.

Melinda represented Subatomic by offering an 30 minute-long version of her workshop in the form of an inspiration session (a talk) "Fake it 'til You Make it: Validating Assumptions" that was given 3x during the day. The KvK asked for help in starting to create English language content, and this inspiration session is one of the first. The inspiration session was very well received.

"Fake it 'til You Make it: Validating Assumptions" is a talk where participants will learn how to approach validating their business or product assumptions without relying on expensive or time consuming production. We covered why it's important to hone in on the most essential assumption to test (first) and how to think creatively when setting up their experiments so it doesn't cost excessive money or time.

There is no exact number available for attendees, we have requested input from the KvK for more precise numbers, but the estimation was between 80 and 120 attendees. It is not possible to determine how many different companies they represent, as attendees were not required to sign-in or register.

The slidedeck was available to attendees upon request.
Link to more info on Startersdag: https://www.kvk.nl/startersdag-2018/online/
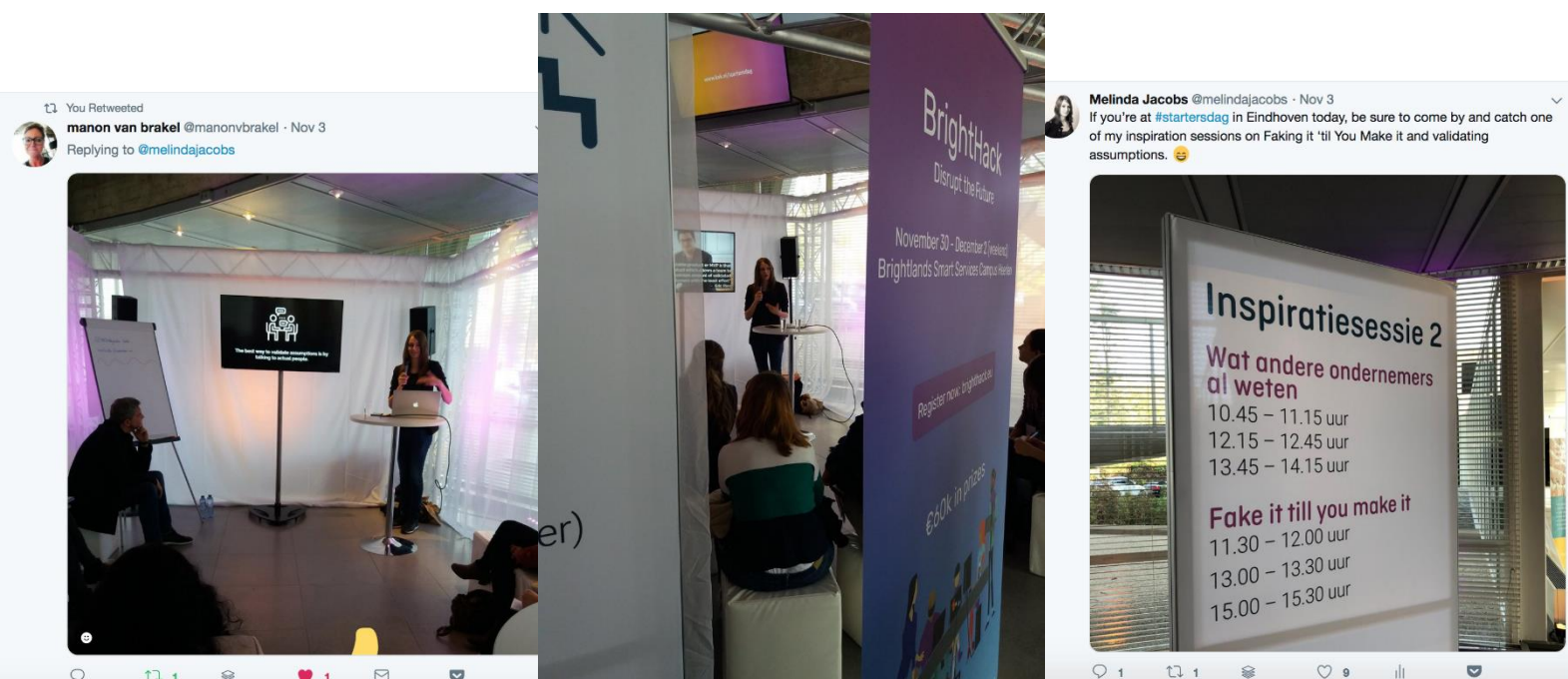
NEXTREALITY CONFERENCE AND CONTEST
HAMBURG, GERMANY
NOVEMBER 2018

In this RP, FFHSH has teamed up with NextReality – the association for XR in Hamburg. For the 2nd year, they were the nextReality contest; awarding the best VR and 360° applications / experiences from Germany and for the first time the award show was preceded by a conference.

Create Converge was represented by a talk given by Maria Herholdt Engermann from MANND in Aarhus (contact via CC partner Filmby Aarhus) and a talk by partner David Tree from University of Hertfordshire, followed by a fireside chat with Maria and Jan from FFHSH.

David Tree and his colleague Alberto Macri from UoH came to Hamburg to represent their work they have done in Create Converge at the NextReality Contest, Conference, and Expo. David gave a talk about the achievements the UoH has had working in Create Converge and had brought the CR experience Zero Point VR to the expo.

Invitations were sent out via direct mailing to 600 recipients. In total, 200 people attended the Conference, Expo and Award Show. It was a great opportunity to bring international speaker to this conference. – It was a first step to initiate international collaboration.

Comms Examples

http://createconverge.eu/2018/11/02/create-converge-nextreality-contest-expo-and-conference/

https://www.facebook.com/createconverge/posts/2129617390589394 https://www.facebook.com/createconverge/posts/2140803132804153

VR DAYS EUROPE

Amsterdam, Netherlands
October 2018

In RP4, CC was represented by FFHSH along with collaborator Jan Asmus.

The VR Days have become THE meeting place of who's who in VR in Europe. The combination of conference, summit, expo and networking events has been excellent to make new contacts, get new insights and hear inspiring talks for future CC conferences.

Travel Report by the amazing Julia Grosch

Wednesday 24 October, meet and greet at Kopstootbar: talks with Vitalijus Zukas
Thursday 25 October 2018:
9.30-19.00 VR Days and Summit

10.00-12.00: Session Future of Storytelling:
XR is a new medium that can be used to tell new kinds of stories, or existing stories in a new way. Traditional media such as film and theatre direct the viewer to a relatively tight field of view, but XR is a completely 360-degree experience. What new challenges does this create?   XR also has the ability of using sensorial narratives, which engage all the senses. What are the best of examples of these?

Andrea Posthuma, CED MEDIA Netherlands: about funding schemes

Hsin-Chien Huang: about his VR experience THE CHALK ROOM

Michel Reilhac, Submarine Channel / Venice VR: about storytelling in VR

Steye Hallema, Steye Music & Andere Zaken...: Smartphone Orchestra: an orchestra created by the phones of the audience.

Scot Stafford, Google Spotlight Stories: about five mistakes they made in VR experiences. Sound is key! Important that sound is at the right place in an experience; otherwise the spectator might feel sick and stop the experience. Diegetic vs. non-diegetic → music: you see the source/cause, it is part of the action vs. background music (score).

Lucas Rizzotto, VR experience "Where Thoughts Go.": a VR experience is a relationship with the user, you have to create an emotional setting. To find a good idea for a VR exp you have to talk about ideas all the time until a good one is coming up.
VR expo: Talks with Gunnar Gertzen, locomotion, "The magic flight", Joachim Bornemann, Garlic Games, "Der nasse Fisch", interactive AR Game App, Lars Eckernkemper, nextReality, Ulrich Schrauth, VRHAM!

14:45-16:45: Session Clinical VR - Pain management
Discover how VR can be a useful tool in pain relief and rehabilitation.
Learn about how the latest technology developments and trials. What needs to be done for the technology to gain greater acceptance by hospitals and insurers?

Albert 'Skip' Rizzo, clinical psychologist and Director of Medical Virtual Reality at the University of Southern California Institute for Creative Technologies: Research on the design, development and evaluation of Virtual Reality systems targeting the areas of clinical assessment, treatment and rehabilitation across the domains of psychological, cognitive and motor functioning in both healthy and clinical populations.

Louis Derungs, Mindmaze, Cognitive Neuroscientist: I woke up four years ago after a severe electrocution of 15,000 V with a bilateral amputation of upper limbs, severe burns on more than half of my body and excruciating pains. By experimenting, I learned how to control pain. I've then studied hypnosis, neuroscience and pain and created a method using VR so different types of pain/problematics, difficultly handled with conventional treatments, could be in a non-invasive way. I finally tested the method through experiments and through a personal in-the-field experiment in the desert, running an ultra marathon with neuropathic pain in my feet which led me to Mindmaze.
"My mantra: when nothing is sure, everything is possible"

Louis Derungs is experienced in many areas such as neuroscience, cognitive psychology and quantum physics. He is also an author, speaker, entrepreneur, researcher, hypnotherapist and philosopher.

Bas Beukers, CCO, Founder, Horus VR Experience and **Jan-Kees Zuiker**, medical doctor from Martiniziekenhuis Groningen: VRiend Concept: "transport" hospitalized children in their normal environment with a 360° camera and goggles. "Skype in VR": that is how sick kids can participate in school lessons (the camera is place in the class room, e.g. at his place and the sick kid joins the lesson with goggles. AND a camera can also be place in the kid's room to let the classmates join his current daily life.
The first VRiend camera cost about € 40k, today it is 4300,- €.

18.00-20.00: Booster Lab: Reception, talks with Julian Weiss, Headraft, "Tunnel AR App", Alessandro Macri, Jonas Fischer, VRHAM!, Dave Black, mixedimmersion, Dominik Stockhausen, director of Vr experience Mind Palace.

Friday 26 October 2018: Church of VR and VR Days Expo 10.00-16.30:
  - Age of Sail, Google Spotlight, 360°
  - Under the Blue Helmet: Life as a UN Peacekeeper, 360°
  - The Great Flood 1952, 360°
  - Home After War / Returning to Fear in Fallujah; VR, interactive
  - The Unknown Patient, VR interactive
  - Mind Palace, 360°
  - The Virtual Reality Orchestra Discoverer; VR, interactive

- Deep Sea Diving Experience, VR, interactive
- Trail of Angels, 360°

14.00-16.00: EUVR Meetup Summit: 4 cases about setting up a VR community/network in a region and panel discussion. Male only panel and experts:
Bolster the European XR community with open routes of communication, shared resources and proven solutions. Make new connections, collaborate and discuss the current and future roles of various XR stakeholders

Target groups include event organisers, associations, education institutions, labs/researchers, incubators/accelerators, funds/venture capital and policymakers:
Dan Burgar, Vancouver
VR Days Europe are a very good opportunity to gain an insight on what is going on in the VR business in Europe and the USA and to make new contacts. It is a good mixture between input, expo and networking.

More home and away travels from the fabulous Filmby Aarhus and the charismatic Kirsten....

THIS.NORDIC

Aarhus, Denmark
September 2018

Filmby Aarhus' large international festival: this.nordic happened in September 2018, and Create Converge was involved in making a communication initiative from the event. this.nordic was very much on point in the scope of Reach Out as it was about digital transformation across both the creative sector and other sectors, so the aim was to get people from across the sectors to look at their shared challenges.

The video is used on all platforms for this.nordic.

Watch the video here:

https://drive.google.com/file/d/1hw1c5nRvPTMWWb4rO0q2DcU48k2KEDoZ/view?usp=s haring

https://thisnordic.com/

VIBORG ANIMATION FESTIVAL

"Amazing Artwork for Small Screens"
September 2018

Create Converge did a communication initiative from the conference.

Video:

https://drive.google.com/drive/folders/1HH5DK48BTcPocT0pcW4VmBiqr5xjuv_3?usp=sh aring

Article:

https://fundayfactory.com/blog/2018-conference-highlights-amazing-artwork-for-small-screens/

EU THEME DAY AT DANISH FILM INSTITUTE

Copenhagen, Denmark
June 2018

At this event project manager, Kirsten Langgaard, talked about our experience of being part of Create Converge and EU-projects in general.

https://www.dfi.dk/branche-og-stoette/creative-europe-desk/eu-temadag-2018

UK GAMES FUND AWARDS

DUNDEE, SCOTLAND, UK
NOVEMBER 2018

Create Converge was represented at this event by Dundee City Council's Digital Dundee.

The city hosts the headquarters of the UK Games Fund. Games are increasingly being used for purposes beyond entertainment such as business services and healthcare.

The UK Games Fund Awards is a celebration of the independent games development sector. The most promising talent in the sector has been handpicked to join the UK Games Fund community since the programme launched in 2015. Now with over 100 companies having benefitted from support it's time to celebrate the successes. Awards for the Best Studio/Games Development Genius sit alongside the Tranzfuser categories, each recognising and rewarding the innovation and hard work that goes on behind the scenes.