

design better together with immersive technologies

Wednesday, June 15th

△ PYGMALION'S SPECTACLES STAGE

○ SENSORAMA STAGE

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- 9:00–9:30** **Reception + Breakfast** **AM**
- 9:30–10:00** △ **Keynote**
Sam Yen
- 10:05–10:25** △ **Alexa-Enabled Apps- Building Voice Experiences for Your Applications**
Noelle LaCharite, Amazon Echo
- **Design Patterns in Augmented & Virtual Reality**
Alessandro Sabatelli, IXOMOXI
- 10:30–10:50** △ **Augmented Reality in Enterprises**
David Paul Dornseifer, SAP
- **In Bots we Trust**
Shae Maeda + Leo Kotschenreuther, SAP
- 11:05–11:25** △ **Collaborative Robots and Industrial IoT**
David Sonnenschein, SAP
- **Wearable Displays, Simplified The Vufine Story**
Brendan Pierce, Vufine
- 11:30–11:50** △ **Designing AR for Human Perception**
Micah Tinklepaugh, Space-Time Insight
- **Exploring Voice Application Design for the Enterprise**
Jeff Durnwald, SAP
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- 11:50–1:00** **Lunch** **PM**
- 1:00–1:20** △ **Agency and Design for Immersive Experiences like VR / AR / MR**
Charlie Suttin, Facebook
- **VR, Education, & Empowering Young Creators**
Hassan Karaouni, Stanford Undergrad
- 1:25–2:05** △ **SAP Panel: Future of Immersive Technologies**
Moderator: Janaki Kumar
From SAP: Amol Deshpande, Aaron Williams, Manfred Pauli, David Sonnenschein
- **Startup Panel: Digital Transformation in IoT**
Moderator: Mayank Mathur
Nikunj Mehta, Falconry
Ranjan Choudhary, Lean Axis
David King, Foghorn
Carina Ngai, Blippar
Abdul Hakeem, SAP
- 2:00–4:30** **d-shop Showroom**
Building 9
- 2:10–2:30** △ **Humanizing Immersive Technology**
Janaki Kumar, SAP
- **Learning to Walk: UX Principles for Virtual Reality**
Christian Talmage, River Studios
- 2:40–3:00** △ **Designing the Future of AR**
Carina Ngai, Blippar
- **The SAP Broadway to Immersion, AR & VR: The Helix Platform**
Manfred Johann Pauli, SAP
- 3:15–3:35** △ **Designing Virtual Reality for Pain Reduction**
Dr. Brian Pridgen + Charles Yust, frog
- **The Designer's Worst Nightmare**
Fred Spencer, Ease VR
- 3:40–4:00** △ **What's the situation? How designers can help users see around corners**
David Fore, Catabolic Design
- **Designing for Social VR - How to prevent harassment with UX design**
Suzanne Leibrick, Suzanimator
- 4:05–4:25** △ **Making Your Interface Sound Human**
Amit Pradhan, Zero Labs
- **Startup Pitch**
SAP Startup Focus
- 4:30–5:00** △ **Big Bang**
Gesche Joost, Berlin University of the Arts
- 5:00–7:00** **Apphaus Opening**
Beer Bash!

