

**AGENDA PRE-CONFERENCE (June 12<sup>th</sup>)**

June 12 <sup>th</sup>	<i>Crash Courses XR</i>	<i>Interactive Workshops</i>	<i>Hands-on Workshops</i>	<i>Workshops for Young Scholars/PhD Students</i>
09:00 - 10:00	Welcome			
10:00 - 12:00	<b>Basics in XR</b> Fundamentals of VR, MR & AR	<b>Design Thinking</b> Meaningful AR / VR Design	to be announced	<b>Research Methods</b> with Prof. Dr. Barry Babin & Dr. Nina Krey
12:00 - 13:00	Networking Lunch			
13:00 - 15:00	<b>Deep Dive AR</b> Fields of Application & Best Practices	<b>Business Models</b> XR Applications for your Enterprise	<b>VRdirect</b> Create your own VR World	<b>How to publish &amp; respond to Reviewers</b> with Prof. Dr. Aaron Ahuvia, Prof. Dr. Barry Babin, Dr. Nina Krey & Dr. Eklou R. Amendah
15:00 - 15:30	Coffee Break			
15:30 - 17:30	<b>Deep Dive VR</b> Fields of Application & Best Practices	<b>AR Ads</b> How to use AR in Marketing	<b>VRdirect</b> Create your own VR World	<b>Research in XR</b> Panel Discussion with leading XR Researchers
17:30 - 18:00	Wrap-Up			

**AGENDA MAIN CONFERENCE (June 13<sup>th</sup> - 14<sup>th</sup>)**

Mehr als 100 Präsentationen in zwei Tagen. Jede Session besteht aus 3 bis 5 Einzelvorträgen (Cases, Demos, Studienergebnisse, etc.). Das detaillierte Programm ist in Kürze online abrufbar.

	Industry Tracks	Research Tracks		
June 13 <sup>th</sup>	<i>Learning from the Leaders</i>	<i>Growing with XR</i>	<i>Working with XR</i>	<i>Interacting with XR</i>
08:00 - 09:00	Registration / Welcome			
09:00 - 10:30	<b>Keynotes</b> MICROSOFT AUDI			
10:30 - 11:00	Coffee Break & Exhibitors			
11:00 - 12:30	<b>Panel Discussion</b> How XR reshapes Business w/ Re'flect, Microsoft, Audi, VRdirect			
	<b>XR Enterprise Use Cases</b> w/ VRdirect, Vuframe, Viscopic	<b>Marketing / Branding</b>	<b>Smart Cities</b>	<b>Tourism / History</b>
12:30 - 13:30	Networking Lunch & Exhibitors			
13:30 - 14:45	<b>XR in Industry 4.0</b> w/ CAS Future Devices Lab	<b>Marketing / Retail</b>	<b>XR in Healthcare</b>	<b>Tourism / User Experience</b>
14:45 - 15:20	<b>Keynote</b> RE'FLEKT			
15:20 - 16:00	Coffee Break & Exhibitors			
16:00 - 17:00	<b>Designing innovative UX</b> w/ Headraft (CASE - die Fantastischen Vier), Breda University	<b>Education / Learning</b>	<b>Production / Manufacturing</b>	<b>Tourism / Devices</b>
17:00 - 17:45	<b>Panel Discussion</b> The role of humans in XR w/ Kleinundpläcking, Headraft			
17:45 - 18:00	<b>Conference Closing</b>			
ab 18:00	<b>bavARian night</b> Social Event @Casino UniBw			

	Industry Tracks	Research Tracks		
June 14 <sup>th</sup>	<i>Learning from the Leaders</i>	<i>Growing with XR</i>	<i>Working with XR</i>	<i>Interacting with XR</i>
08:00 - 09:00	Registration / Welcome			
09:00 - 09:35	<b>Keynote</b> KLM			
09:35 - 10:45	<b>XR in Museum Collections</b> w/ University of Cambridge, Deutsches Museum	<b>Marketing /</b> User Experience	<b>Education /</b> Society	<b>Media /</b> Case Study - WDR History App
10:45 - 11:15	Coffee Break & Exhibitors			
11:15 - 12:00	<b>Panel Discussion</b> Technological Challenges w/ TUMcreate, Wikitude, nousGmbH			
12:00 - 12:45	<b>XR Applications in the Healthcare Sector</b>	<b>Marketing /</b> Fashion	<b>HR Management</b>	<b>Media /</b> Public Management
12:45 - 13:45	Networking Lunch & Exhibitors			
13:45 - 14:15	<b>Keynote</b> WIKITUDE			
14:15 - 15:15	<b>Designing Tomorrow's HMI</b> w/ TUMcreate, Packet 39	<b>Marketing /</b> User Behavior	<b>Tourism /</b> AR	<b>Gaming</b>
15:15 - 16:00	Coffee Break & Exhibitors			
16:00 - 17:30	<b>Education</b>	<b>Marketing /</b> User Perception	<b>Driving XR Acceptance</b>	<b>AR in General /</b> Applications
17:30 - 18:00	<b>Conference Closing</b>			

**Zusätzlich werden am Freitag zwei interaktive Workshops angeboten:**

- Chances and Challenges of VR/AR-based Learning Approaches (Vormittag, 90min)
- Serious Games und Lernen in Stresssituationen, UniBw (Nachmittag, 60min)

Stand: 27.05.19

**5th International AR & VR Conference**  
**12-14th June 2019**  
 UniBw Munich, Germany

#ARVRMUC

Manchester Metropolitan University

der Bundeswehr  
 Universität München

ARVR Hub