	From:	To:	**CONFERENCES**

Look into the labs

Time:	10:00	11:30
Location:	Van Capellen Zaal	
Type:	Conference	

With: Dr. Sylvie Dijkstra-Soudarissanane, Prof. Narcís Parés, Arno Freeke and Prof. Alexander Klippel. Moderator: Sile Sibanda.

Where do new technologies start? In this session we look at a number of media labs across the world, and find out what they are working on. Listen to scientists, inventors and researchers exploring the cutting edge of tech - from the future of spatial computing, to sensor based user interfaces to AI generated virtual worlds and more.

Sile Sibanda (moderator) is a Creative Immersive Producer, Radio Presenter and Events Host/Organiser, Spoken word Performer, Facilitator.

Prof. Alexander Klippel, Professor & Chair Wageningen University. Alexander is a transdisciplinary researcher with a focus on the human-space-technology nexus. Before joining WUR in 2021, he directed Penn State's Center for Immersive Experiences in the US. At WUR he is leading efforts to integrate XR into research, education, and outreach across WUR relevant domains. He will talk about understanding how XR technologies advance how we can address societal challenges of the Anthropocene.

Dr. Sylvie Dijkstra-Soudarissanane is a Senior Scientist at TNO. For the past 9 years at TNO, Sylvie focuses her research and expertise on network based XR media processing, which involves networking aspects not only such as 5G/6G, SDN/NFV, edge/cloud computing; but also, 3D volumetric media processing such as point clouds and light field. She will talk about advances in Social XR opening up the Metaverse for everyone

Arno Freeke, Coordinator XR Zone, Delft University of Technology - NewMedia Centre. Arno Freeke is a 3d Designer, XR enthusiast and a lab coordinator at the TUDelft, looking for new graphic technologies to use in education and research and helping others with their needs for using VR, AR, games & animations (XR) for in their projects.

Prof. Narcís Parés is a Tenured Associate Professor at the ICT Department (DTIC) of Universitat Pompeu Fabra (Barcelona, Spain). He has 30 years of experience working in technologies associated with Extended Reality. His research is focused on Full-body Interaction based on theories of Embodied Cognition, Human-Computer Interaction, Developmental Psychology, etc. He leads the Full-Body Interaction Lab (FuBIntLab) within the Department.

	From:	To:	

XR in hospitals: Highlights from Erasmus MC

| Time: | 10:00 | 11:30 |
| Location: | Jurrianse Zaal | |

With: Skip Rizzo, Diederik Gommers, Amir-Hossein Sadeghi, Lonneke Staals, Robbert Brouwer, Hans Vlake. Moderator: Michel van Genderen.

Type:	Conference

XR's use in healthcare is on the rise, from the operating room to medical classrooms, from pain management to mental health. This also means that hospitals are now setting up special departments to deal with XR.

In this session we bring together different health professionals to discuss the best ways to bring XR into a hospital setting.

Michel van Genderen (moderator), Attending intensivist specialised advanced analytics & Extended Reality, Co-founder Datahub Erasmus MC

10:00-10:30 XR in Healthcare - why and how

Skip Rizzo, Research Director at USC Institute for Creative Technologies for Medical Virtual Reality
Diederik Gommers, Professor Intensive Care Medicine at Erasmus MC / Chair Dutch society of Intensive Care NVIC

10:30-11:15 Case studies

Amir-Hossein Sadeghi MD, PhD, Cardio-thoracic Surgery Resident Erasmus MC, Co-inventor PulmoVR and CardioVR, virtual reality surgical planning tools for lung and heart surgery. PulmoVR is a virtual reality and artifical intelligence based tool that provides thoracic surgeons 3D and realistic views of their patients' specific anatomy.

Robbert Brouwer, Healthcare Entrepreneur at SyncVR Medical, Europe's largest XR healthcare platform active in 7 countries. He will talk about VR to improve healthcare

Hans Vlake BSc, PhD student Erasmus MC and working at Franciscus Gasthuis & Vlietland. He will present Innovative ways to improve outcome after ICU treatment.

Lonneke Staals MD PhD, Head of the Department of Pediatric and Obstetric Anesthesiology, Sophia Children's Hospital, Erasmus MC. She will present the use of Virtual Reality in pediatrics.

11:15-11:30 VR in Healthcare Guidelines - Call to action
Over the last few years an international consortium of scientists & healthcare professionals have cooperated to develop a set of guidelines for the use of VR in a health setting. What are the guidelines and how can you join the initiative?

	From:	To:
Time:	11:30	12:30

Social XR - The extended body

Location:	Van Capellen Zaal
Type:	Conference

With: Mel Slater, Belle Cridland, Daria Fedko. Moderator: Muki Kuhlan.

Social XR allows people to experience social presence and engage in real-time conversations and activities. It connects people and digital spaces in new ways, which offers many new opportunities in media, healthcare and mobility.

But what more could we do? Social XR can imitate but also enhance existing methods of communication. The most transformative features of VR (and XR more broadly) may look and feel very different from familiar social rituals of physical meetings. This session explores what new ways of social interaction are now possible, and what they mean.

With:
Muki Kuhlan (Moderator)
Alexandra Hussenot
Mel Slater

	From:	To:
Time:	11:30	12:30

Haptics & sensors

Location:	Jurrianse Zaal

With: Ifigenela Mavridou, Orestis Georgiou, Gijs den Butter, Ben Greenhough. Moderator: Tom Ffiske.

Type:	Conference	

Haptics is a key technology found in many electronic devices today, and can combine different types of interactions: tactile, visual, auditory and more.
Sensors have also made their way into our devices and surroundings, and they can record all kinds of signals: temperature, pressure, focus, heartbeat ...
How will haptics and sensors influence the immersive tech of the future? What is being developed today?

With
Tom Ffiske (moderator)

Orestis Georgiou, Head of R&D Partnerships Ultraleap, which offers virtual tactile sensations projected onto your hands. Ultraleap uses ultrasound to add the sense of touch in mid-air and allows you to interact with digital content. In his he will introduce Ultraleap technologies, how they see them being realized, and some of the R&D activities that are currently in the pipeline.

Ifigeneia Mavridou, Lead Affect Engineer emteq labs, a next generation emotion analytics platform for the objective measurement of human responses in real time. She explores the relationship between stimulus and response, to create smart computing systems for automatic detection of emotional, behavioural and mental states. Her talks will be about Affect, wearable sensing & the future of XR.

Gijs den Butter, Co-Founder and CPO, SenseGlove. SenseGlove enables touch interaction through intuitive and affordable hardware and software - wearing the SenseGlove you can feel, touch and interact with virtual objects as if they are real. His talk will be about Haptics in XR and the future of work, sharing case studies with Volkswagen, the Royal Dutch Army and LNER (London North Eastern Railway.

Ben Greenhough, Head of Sports Research, Rezzil - the world's leading platform for developing elite athletes. Used across the world from academy level to European League and World Cup winners. Rezzil builds resilience in athletes when it is needed most: during the last minutes of a high-pressure game.

	From:	To:
Time:	11:45	12:45

Creation and integration of XR health projects for social impact

Location:	Van Beuningen Zaal	
Type:	Conference	

With: Mavi Sánchez, Tanit Esnal, Mar Lumbiarres. Moderator: Carlos Bolívar.

The uses of Extended Reality in the field of health are generating very important advances in the treatment of patients, as well as in the improvement of the training of professionals, or the diagnosis of diseases and mental disorders. However, what are the challenges facing researchers and professionals in the sector? How is this technology being incorporated into the day-to-day treatment of patients and the training of professionals? What means and which strategies are working in the sector to generate new projects?

This round table will address these and other issues through projects such as Hack the hospital, a laboratory created by Garage Stories and the Mobile World Capital of Barcelona, which makes possible the joint work between transoceanic hospitals (Barcelona-Boston) to promote the development of projects that impact the daily lives of hospitalized children; as well as the research and applications of the studies developed by the Doctor and Co-director of Event-lab and Virtual Bodyworks, Mavi Sánchez, and the applications in universities and hospitals, both for the treatment of patients and for the training of professionals of KaukaVR.

With:
Moderator: Carlos Bolívar,. Founder & CEO of Distrito XR and XR Spot, and Expert and consultant in XR technologies.
Mar Lumbiarres, Project Manager of Hack the Hospital at Garage stories.
Tanit Esnal, Co-founder & CEO of Kauka VR.
Mavi Sánchez,. PhD in Neurosciences, Co-Director of the Event Lab at the University of Barcelona, Chief medical officer and Co-founder of Virtual Bodyworks and Professor and researcher at ICREA.

	From:	To:
Time:	13:00	14:30

XR Open Forum: The metaverse meets the future of work

Location:	Van Beuningen Zaal	

With: Dr. Omar Niamut. Moderator: Gabriel Zachmann.

Type:	Conference	

Keynote Speaker: Dr. Omar Niamut Over the past years, the world witnessed a complete shift on ways of working. Videoconferencing platforms have enabled employers and employees to continue being productive and efficient. But none of the platforms provide for the immersive 3D experience of a face-to-face meeting, or offer solutions for meaningful communication and interaction in a hybrid setting.

Technological developments that underpin the metaverse may be at the forefront of tipping over the work force to work from fixed locations. And while many of these technologies are still in its infancy, we are approaching a situation where the current technology base allows for pilot studies and comparisons with legacy ways of online and virtual meetings. In this talk, we look at some of the negative effects of online 2D video conferencing, discuss how these may be overcome through metaverse developments, and pose some challenging hypotheses on Europe's role to steer these developments.

	From:	To:
Time:	14:10	15:20

Horizon Projects Present

Location:	Schadee Zaal	
Type:	Roundtable	

With: With: Barbara Grespi, Marco Sacco.

14:10 - 14:25 AN-ICON Project presented by Professor Andrea Pinotti of the University of Milan
Recent developments in image-making techniques have resulted in a drastic blurring of the threshold between the world of the image and the real world. Immersive and interactive virtual environments (VEs) have enabled the production of pictures that elicit an unprecedented reality effect, creating in the perceiver a strong feeling of "being there", namely of being incorporated into a quasi-real world. In doing so, they conceal their material mediateness (by simulating immediateness), their separateness (by aiming at unframedness), and their referentiality (by emphasizing presentness), paradoxically challenging their status as images, i.e. as icons: they are veritable "an-icons". Subjects relating to an-icons are no longer visual observers of images isolated from the real world by a framing device (be it the pedestal of a statue, the frame of a painting, or the cinema screen); they are experiencers living in a quasi-real space-time that offers multisensory and synaesthetic stimuli and allows interactive sensorimotor affordances, promoting an environmentalization of the image.

14:30 - 15:10 VAMRealities Project presented by Marco Sacco, Senior Researcher at CNR-STIIMA

Virtual, Augmented and Mixed Realities (VAM Realities) play an increasinglyimportant role in many areas of life and the economy, especially in themanufacturing industry. With the speed of technical developments and the mass ofinformation, products and services available, however, it is difficult to keep track ofthings. How can you find out quickly and reliably which VAM solutions are the mostuseful and target-oriented for your needs? In the VAM Realities project, 11 highereducation institutions (HEIs), companies (with a special focus on small and mediumsized enterprises/SMEs) and business representatives from all over Europe havejoined forces to provide answers to these questions.

	From:	To:
Time:	13:30	14:30

XR rehabilitation

Location:	Van Capellen Zaal	
Type:	Conference	

With: Gert-Jan Brok, Nick Marlein. Moderator: Remco Hoogendijk.

Hospitals and health are using VR as a tool to support patients in physiotherapy and rehabilitation, using different feedback mechanisms to help them with re-acuiring movement skills and more. Biofeedback is also used to assist with pain management and mental health therapies.

This feedback loop also results in new data on individual patients, making more dedicated and specialised care a real option.

With:
Remco Hoogendijk (Moderator), Innovation Manager at Sint Maartenskliniek and co-founder VR4REHAB Association.

Gert-Jan Brok, CEO inMotion VR, their rehab platform Corpus VR is the leading platform for VR therapy. Using a combination of gamification and VR enables optimized therapy for a wide variety of physical and mental issues. He will share his experiences from years of developing VR software for rehabilitation purposes -including all kinds of mistakes made. So you don't have to make them!

Nick Marlein, Algemeen directeur BZIO & Zeepreventorium

	From:	To:
Time:	13:30	14:30

Avatars & virtual humans: How to be virtually present

Location:	Jurrianse Zaal	
Type:	Conference	

With: Carlos Calva, Liesbeth & Caressa, Krystof Wrobel, Maarten Reijgersberg, Zerrin Yumak. Moderator: Monique van Dusseldorp.

Avatars are representations of a user's presence in a shared virtual space. How are they designed? Do people want avatars that look like them, or do they prefer to experiment? Can avatars be used to transfer not just presence, text, voice but also emotions in new and unexpected ways? Can they be voice only?

With the virtual world there are virtually no limits to how people can be represented. What does this mean for our online identities?

This session brings together designers of avatars, with new ideas on how we can be represented in the digital world.

With:
Maarten Reijgersberg (moderator)
Krzystof Wrobel (Virbe)
Carlos Calva
Liesbeth en Caressa (Knuffelmakers)
Zerrin Yumak, Director of the Motion Capture and Virtual Reality Lab - Assistant Professor at Utrecht University, working on believable virtual humans and social robots. Using computational models of social and emotional behaviors and expressive character animation (nonverbal behaviors) combining methods from computer graphics, artificial intelligence and human-computer interaction.

	From:	To:
Time:	13:00	14:00

Showcasing 7 Immersive Tech Innovations in Health

Location:	Schadee Zaal	
Type:	Conference	

With: Gareth Walkom, Jennifer Kanary, Samy Andary, Nicolas Schaettel, Jan Dheedene, Gona Aziz, Christiana Costa. Moderators: Hayley Every, Nicolas van de Kerkhof.

Speakers include:

Nicolas van de Kerkhof / Hayley Every (moderators)

Gareth Walkom – withVR
Jennifer Kanary – Labyrinth Psychotica
Samy Andary – Crescent Med
Nicolas Schaettel – HypnoVR
Jan Dheedene – Rods & Cones
Gona Aziz – Philips
Christiana Costa – Instituto Pedro Nunes

	From:	To:
Time:	14:00	15:00

European XR funding structures for creative content

Location:	Van Weelde Zaal	
Type:	Conference	

With: Ioana Mischie, Fabio Mosca, David Dixon. Moderator: Sönke Kirchhof.

How can we re-organise funding schemes in Europe in such a way that we can truly leverage the creative power of European content creators and benefit from the economic potential of XR content?

European XR content creators are widely respected and turn out top of the line content but they are often not delivering and creating on a satisfactory level. And they are not able to leverage the richness of the culturally diverse landscape they come from. Funding structures for content creators in Europe are fragmented and locally organised.

On top of that funding schemes are structured alongside existing pillars that do not fit the nature of XR, with too strict of borders between the pillars: cinema; performing arts, contemporary arts, gaming. However amazing the richness and diversity of Europe and the existence of funding schemes, XR creators still fall between the cracks.

	From:	To:
Time:	14:45	15:15

Meet yourself and celebrities in VR

Location:	Jurrianse Zaal	

With: Mel Slater. Moderator: Monique van Dusseldorp.

Type:	Conference

Since Virtual Reality first became available in the late 1980s the vast majority of applications have been in medicine, psychological therapy, prototyping in manufacturing, and design. Only since the advent of VR devices as consumer products within the last 5 years has it started to be used for gaming. In this talk I will introduce the main affordances that virtual reality offers and demonstrate its use as a way to influence the behaviour of people towards positive change. This is through taking advantage of VR going beyond what is possible in reality, rather than only simulating reality. In particular I will focus on a method for personal problem solving, and a case study concerned with reducing racially motivated police violence.

Mel Slater is a Distinguished Investigator at the University of Barcelona in the Institute of Neurosciences, and co-Director of the Event Lab (Experimental Virtual Environments for Neuroscience and Technology). He was previously Professor of Virtual Environments at University College London in the Department of Computer Science. He has been involved in research in virtual reality since the early 1990s and has been first supervisor of 40 PhDs in graphics and virtual reality since 1989.

From:	To:

Time:	14:45	15:45

Medical XR training

Location:	Van Capellen Zaal

With: Jeffrey Lemmers, Krista Hoek, Carine de Potter. Moderator: Sile Sibanda.

Type:	Conference

How can XR technology be used to train the next generation of health professionals? In this special session we zoom in on spatial learning in the health industry - and how we can train people in new ways and in new locations.

Krista Hoek is a Resident anaesthesiology, PhD candidate at Leiden University Medical Centre, investigating VR as an educational tool in health care education. Can patient embodied VR be used as an educational tool in medical health care? She will present some of her first research results.

Carine de Potter is a health care professional specialised on design and implementation strategy for immersive technologies projects within healthcare system. She worked on project to use XR as a training tool for surgeons in Africa.

Jeffrey Lemmers is an active educationalist for the DUTCH program, which aims for 50% substitution of the practical learning of students for specialized nursings. He also works in Erasmus MC on the courses to become a nurse anaesthesia and scrub nurse.

From:	To:

Time:	15:30	17:00

Reiner's finest

Location:	Jurrianse Zaal

With: Miriam Reiner, Mavi Sanchez-Vives, Yanki Margalit, Wijnand IJsselsteijn. Moderator: Monique van Dusseldorp.

Type:	Conference

Prof Miriam Reiner is Head of the Virtual Reality and Neurocognition lab at Technion - Israel Institute of Technology - and one this our special curators. In this session she brings together some of the voices from the industry she feels need to be heard. Reiner's work focuses on applications of Virtual and Augmented reality to enhance human performance, by inserting cues in the VR/AR that activate the relevant brain mechanisms. She identified processes and methods for enhanced memory consolidation, improved spatial intelligence , insight and expedited human response time. She also found and developed a method to extract changes in brain processes using image processing of eye dynamics, remotely and non-intrusively.

Mavi Sanchez-Vives, ICREA Research Professor, Institute of Biomedical Research in Barcelona where she is the head of the Systems Neuroscience group. She is co-Director of the EVENT Lab (Experimental Virtual Environments in Neuroscience and Technology) at the University of Barcelona. She will share her work on VR and brain computer interfaces

Yanki Margalit is an Israeli entrepreneur and speaker best known for starting Aladdin Knowledge Systems. He is currently Chairman of SCREEMO and SpaceIL, a non-profit space technology organization competing for the Google Lunar X Prize. He is also a partner in Innodo, a seed investment fund. Margalit is on the boards of Idealist.org, Latet, College4all.org, Meet.mit.edu, Adama.org.il and SpaceIL.com.

Wijnand IJsselsteijn is a full professor of Cognition and Affect in Human-Technology Interaction at Eindhoven University of Technology (TU/e). He has a keen interest in the relation between data science, AI and psychology, and works on technological innovations (such as sensor-enabled mobile technologies, virtual environments) that make possible novel forms of human behavior tracking, combining methodological rigor with ecological validity.

From:	To:

Time:	16:00	17:00

Future of XR in health

Location:	Van Capellen Zaal
Type:	Conference

With: Sarah Hashkes, Lars Riedemann, Moataz Helmy, Sile Sibanda

What has XR in store for the healthcare domain? Listen to professionals from different domains who all have experience in this interesting and expanding field.

With:

Sile Sibanda
Sarah Hashkes
Lars Riedemann
Moataz Helmy

From:	To:

ROUNDTABLES & WORKSHOPS

Roundtable: towards a responsible metaverse

Time:	09:00	10:30
Location:	Hudig Zaal	
Type:	Workshop	

With: Rathenau Institute

Technology companies are currently investing massively in their vision of 'the metaverse'. This development comes with great promises and opportunities, but our research into immersive technology (VR, AR, speech, RI manifest) and harmful behaviour online also exposes serious social and societal risks.This round table centres around the question 'how to design a socially responsible metaverse based on public values'? Earlier during the conference week, the Rathenau Instituut will engage with citizens in public dialogues to collect their views, needs and concerns when it comes to a future metaverse. We would like to share these insights with tech entrepreneurs, developers and designers in the round table on Thursday as a starting point for a meaningful discussion on the topic.If you work on immersive technologies and want to attend the roundtable, please register for one of these timeslots here: https://www.rathenau.nl/en/roundtable-towards-responsible-metaverse.

From:	To:

European Horizon & EIT Health programme info session

Time:	10:30	12:15
Location:	Schadee Zaal	

With: Yolanda Sanchez Castro, Okke Scholten, Rong Zwemmer.

Type:	Roundtable	

Horizon Europe is the EU's key funding programme for research and innovation with a budget of €95.5 billion. In this presentations we discuss the opportunities for VR, AR, XR, the metaverse, haptics, NFTs. We will especially speak about cluster 2, 4 (pillar 2) and EIC Accelerator and EIT Health (pillar 3).

Pillar 2
Boosting key technologies and solutions underpinning EU policies & Sustainable Development Goals (6 clusters and JRC –non-nuclear direct actions):

Cluster 2: Culture, Creativity and Inclusive society
This cluster aims to strengthen European democratic values, including rule of law and fundamental rights, safeguarding our cultural heritage, and promoting socio-economic transformations that contribute to inclusion and growth.

Cluster 4: Digital, Industry and Space
The overarching vision behind the proposed investments under Cluster 4 This cluster facilitates the development of is that of Europe shaping competitive and trusted technologies for a European industry with global leadership in key areas,. The cluster aims to enabling (green) production and consumption, to respect the boundaries of our planet, and while maximising the benefits for all parts of society and industry in the a variety of social, economic and territorial contexts in Europe.
This will build a competitive, digital, low-carbon and circular industry, ensure sustainable supply of raw materials, develop advanced materials and provide the basis for advances and innovation in global challenges to society.

Pillar 3
Stimulating market creating breakthroughs and ecosystems conducive to innovation
EIC Accelerator
The European Innovation Council (EIC) promotes breakthrough innovation with scale-up potential at the global level. The Accelerator supports individual SMEs, startups and small mid-caps to bridge the financing gap between late stages of research activities and market take-up, to effectively deploy breakthrough, market-creating innovation and scale-up companies where the market does not provide viable financing.
EIT
The European Institute of Innovation and Technology (EIT) is an independent EU body. It increases Europe's ability to innovate by nurturing entrepreneurial talent and supporting new ideas. EIT Knowledge and Innovation Communities (KICs), composed of leading companies, research labs and universities each dedicated to solving a pressing global challenge, from climate change to health, to renewable energy. To date, the EIT has set up nine KICs, the newest one being EIT Culture & Creativity.

	From:	To:
Time:	10:45	12:15

Roundtable: towards a responsible metaverse

Location:	Hudig Zaal	
Type:	Roundtable	

With: Rathenau Institute

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	From:	To:
Time:	13:00	14:00

Roundtable: Synthetic media and deepfake

Location:	Hudig Zaal	
Type:	Roundtable	

With: Manon den Dunnen, Dutch National Police.

XR technology offers the police many opportunities. For example, virtual reality is used to train location and time independent and mixed reality is applied to make spatial information visually insightful. But imaging-technology is not only about opportunities.

Shadowy worlds arise in synthetic reality where different rules apply than in the real world. And what is reality anyway? What is fake and what is real?
The Dutch police are going to talk about the up- and downsides of media-technology and its relationship with police work. Do you want to see, hear and experience examples? Come and meet us at the playground or visit our workshops.

Manon den Dunnen, is Strategic Specialist Digital Transformation at the Dutch Police. In this unique position it is her task to initiate projects for adopting and adapting to new technologies, to safeguard our constitutional values.

	From:	To:
Time:	14:15	15:15
Location:	Hudig Zaal	
Type:	Workshop	

Roundtables: XR design for learning

With: Sander Neger, Bart Hagtingius

In the design game XR Design for Learning, you design the XR learning solution yourself that fits the specific learning objectives for which you want to develop a course or training. At the end of the game you will have a first blueprint of that solution. It offers next steps to put immersive learning into practice within your organization. This is how XR technology comes into its own and you use it in the right way from a didactic point of view. XR design for learning is part of the TNO research program Immersive Learning Technology.

With:
Sander Neger - Policy advisor at Zorg- en Veiligheidshuis Hollands Midden (care and safety home)
Bart Hagtingius - Advisor IT at Reclassering Nederland (Probation Office)

	From:	To:
Time:	14:15	15:15
Location:	Hudig Zaal	
Type:	Workshop	

Roundtable: How to ……. XR training?

With: Marjo Nieuwenhuijse

Probably you have already seen and experienced AR and VR training. But how can these techniques be beneficial to your company? What is the best way to apply them within an industrial company? What are the do's and don'ts for implementing XR training applications? Join us to get insights in the implementation. Three takeaways: To train in XR, the focus should not only be on the hardware and software, the implementation within the company is even more important for a successful outcome.

	From:	To:
Time:	15:45	16:45
Location:	Van Beuningen	
Type:	Roundtable	

Diversity in the metaverse: beyond the buzzword

With: Isabel De Peuter-Rutten, Axel Dietrich, Valentino Megale, Nina Salomons. Moderator: Gabriella Chihan Stanley

How can XR help explore the complex topic of identity? What does diversity mean in avatar-based virtual worlds? How can we create a sense of belonging for individuals who live between cultures? Join us on a cozy fireside chat and let's find answers to these questions together.

Isabel De Peuter-Rutten (Gatherverse / Euromersive) - Isabel De Peuter-Rutten is a nomadic explorer – she has a background and several years of experience within international companies with regard to Finance, HR, and Consulting, and since 2018 she's also been totally immersed in XR.

Axel Dietrich (visch) - Axel Dietrich is a film director, producer, and virtual reality pioneer. Since 2002, he worked in the film and advertising industry in Vienna, Munich, and Barcelona adding VR to his work in 2013. In 2015, he and his wife Gabriella founded vrisch, Vienna's award-winning and first media agency solely dedicated to creating immersive entertainment experiences. He is also a jury, speaker, and organizer of the biggest Austrian XR community XRVienna.

Valentino Megale (XRSI) - Valentino Megale is a tech entrepreneur and Ph.D. in Neuropharmacology focused on XR technologies, digital health, and mental well-being. He's also the CEO of Softcare Studios, a digital health startup developing virtual reality solutions for pain and stress management of patients undergoing medical treatments. In addition, he's the advisor of the Medical XR Council and Lead of Child Safety at XRSI Safety & Privacy Initiative.

Nina Salomons (AnomieXR ltd) - Nina Salomons is a filmmaker, diversity advocate, and XR consultant. Her films have been screened at film festivals and won awards, and her documentary 'In State of Transit' is still being used by the U.N. to help refugees today. She founded the Women in VR meetup group in London in 2016 and has worked in making the immersive space more inclusive by leading the VR and XR Diversity Initiative since 2018. During the pandemic, she co-founded AnomieXR ltd., a client-led VR therapy and coaching software solution.

Gabriella Chihan Stanley (XRVienna, moderator) - Gabriella (Gabs) Chihan Stanley is the co-founder and Creative Director of Austrian applied immersive entertainment studio vrisch, the founder of the XRVienna community, Austrian Ambassador of Women in Immersive Tech Europe, and a South American momtrepreneur. In 2018, Gabs was selected as one of Europe's top 20 Women Founders by Forbes.

	From:	To:
Time:	08:00	09:30
Location:	Van Weelde Zaal	
Type:	Roundtable	

Healthcare & Life Sciences Cluster (Dutch language session)

With Douwe Jippes, Bram Onneweer, Gijs den Butter, Guntur Sandino
This session is organised by LSH010. To access, register here.

The LSH010 breakfast stimulates innovation and collaboration in the Rotterdam life sciences & health sector. The network meeting takes place at least four times a year. The presentation of a successful case, pre-initiated one-on-one meetings and a tasty and healthy breakfast are fixed components of the breakfast.

Het LSH010 ontbijt stimuleert innovatie en samenwerking in de Rotterdamse life sciences & health-sector. De netwerkbijeenkomst vindt tenminste vier keer per jaar plaats. De presentatie van een succesvolle case, vooraf te initiëren een-op-een-ontmoetingen én een lekker en gezond ontbijt zijn vaste onderdelen van het ontbijt.

8:00 - 8:05 Welkom Glen Schrijvers (moderator)

8:05 - 8:30 Keynote – MetaverseTBC

8:30 - 8:50 Talkshow – LSH010 Innovatieve Case: Revalideren in de Metaverse
Een special case rond Virtual Reality Cognitieve Gedragstherapie (VR-CGT) bij CVA patiënten – LSH010 Case van Rijndam Revalidatie
Douwe Jippes, Founder and Managing Partner, Healthy.Capital
Bram Onneweer, Coordinator Living labs Rijndam Revalidatie / PH Student Erasmuc MC
Gijs den Butter, Chief Product Officer & Co-Founder SenseGlove
Guntur Sandino, Founder & CEO at CleVR / Expert in interactive Virtual Reality solutions for Serious Gaming

8:50 - 9:00 LSH010 Highlights

9:00 - 9:30 WRAP UP
Verder ontbijten & Netwerken!9:30: Visit the VR Playground en ervaar zelf de Metaverse!

	From:	To:
Time:	12:45	13:00
Location:	Feeszaal	
Type:		
	Roundtable	

Storytelling in VR

With: Abdullah Ba Mashmos

Creators' Corner is a special stage close on the exhibition floor, dedicated to creativity in the XR space. Join us for a series of short presentations by creators, researchers and developers on what is new in XR and how it is made.

The talk will explore immersive storytelling experiments around the world, Introduce the story's archetypes, and how to increase the level of engagement with the interactions in VR. Following this, we will dive into award-winning experiences such as The Line, Gloomy eyes, and Wolves in the wall and study the story, emotions, and interactions.

With: Abdullah Ba Mashmos.

	From:	To:
Time:	13:00	13:30
Location:	Feeszaal	

Reality in Metaverse Harassment

With: Luidmila Bredikhina and Virtual Girl Nem [virtual speakers]

Type:		
	Roundtable	

Creators' Corner is a special stage close on the exhibition floor, dedicated to creativity in the XR space. Join us for a series of short presentations by creators, researchers and developers on what is new in XR and how it is made.

Reality in Metaverse Harassment" is a collaboration between a Ph.D. student and the first individual Japanese VTuber. Last year they presented the results of their large-scale quantitative survey "Social VR Survey 21," collecting over 1200 answers and introducing regional and platform user practices. This year they tackle harassment and unwanted behavior, as questions about the metaverse's safety have surfaced. By conducting a large-scale quantitative survey across different platforms, regions, and gender, they investigate the following questions: 1) What type of harassment do users experience, and how does it take place? 2) Does the user's gender and sexuality impact their safety? 3) How do users deal with unwanted behavior and to what extent does it impact them? Then, they theorize alternative solutions and hope to spark engaging discussions amongst the professionals in the industry and take the first step towards "metaverse manners.

With: Luidmila Bredikhina and Virtual Girl Nem [virtual speakers]

	From:	To:
Time:	14:00	14:15
Location:	Feestzaal	
Type:		
	Roundtable	

Think Bigger in VR: Don't Limit Yourself to Digital Twins

With: Christophe Bruchansky

Creators' Corner is a special stage close on the exhibition floor, dedicated to creativity in the XR space. Join us for a series of short presentations by creators, researchers and developers on what is new in XR and how it is made.

Reproducing your physical space in virtual reality is very tempting, and it is a very popular first virtual project. But is it the best use of VR? In his talk, digital artist Christophe Bruchansky will encourage you to think bigger. He will share his creative process to develop meaningful immersive experiences in VR. He will talk about what is possible in virtual spaces that is impossible in the physical world, what are opportunities to "extend" reality, not simply make a digital copy.

With: Christophe Bruchansky

	From:	To:
Time:	14:15	14:30
Location:	Feestzaal	
Type:		
	Roundtable	

How to become an XR Designer - 3 things you must do

With: Dinesh Punni

Creators' Corner is a special stage close on the exhibition floor, dedicated to creativity in the XR space. Join us for a series of short presentations by creators, researchers and developers on what is new in XR and how it is made.

Getting into XR can be frustrating, and overwhelming. After this talk you'll know exactly what you need to do to become a professional XR Designer and land your dream job. If you apply what Dinesh tells you here, he promises you'll stand out.

	From:	To:
Time:	14:30	14:45
Location:	Feestzaal	
Type:		
	Roundtable	

The Art of 3D Streaming for the Metaverse

With: Victor Pardinho

Victor will showcase how they're building 3D Streaming technologies for the Metaverse at Sense of Space. Enabling independent creators, XR companies, metaverse platforms and large enterprises to stream and display large and highly-detailed 3D models into any device, while maintaining the quality of their models. He will showcase what the technology consist of, where can it be integrated, and how to integrate the system with your own projects, tools and virtual worlds.

EXPERIENCES

	From:	To:

Playground

Time:	09:00	20:00
Location:	Grote Zaal Hal	

Type: Experience

Playground showcases breathtaking immersive, digital worlds and experiences that connect the real and the virtual in new and unexpected ways. Free for all! A place to come together and engage with new technologies such as AR, VR, Web3, haptics and more. Playground is a space at de Doelen featuring state of the art technology and unforgettable immersive and interactive experiences for people of all ages and backgrounds to enjoy.

Access to Playground is FREE but you need to reserve a time-slot so we can ensure a good experience for everyone.

TENNIS ESPORTS: VR TENNIS AS A VIRTUAL SPORT
Building a virtual sport from grassroots to enhance the tennis experience and increase partcipation

DRIFTSPACE
Driftspace is a social sharing platform for spatial media in VR. Spacemittens is our latest experiment in social VR using networked hand tracking and gesture detection. Play with friends as glittering disco-ball avatars in zero gravity and paint with your fingers in the infinite expanse of space.

EMPOWER PEOPLE WITH XR MEDITATION EXPERIENCES
CaptainVR is developing Immersive coaching and health Experiences to empower people. They measure the effectiveness of the tools with Biofeedback to empower people to become the captain of their lives again.

DIGITAL HUMANS
4DR Studios bringS 'soul to digital' through high-quality volumetric productions that capture even the subtlest movement and expression in razor-sharp detail. Showcase of work by Studio 100, Guillame de pakketbezorger uit de 18e eeuw, Schola Medica, BUAS, Envisions, Chagall, Studio Wildvreemd, Virtual Acting, YLE.

THE VIRTUAL CAMPUS
When COVID hit, ErasmusX, a radical innovation unit within Rotterdam Erasmus university, took action and created a virtual version of the campus in Minecraft. The project was rewarded with the Best in Class Award 2021.

STYLY AR INSTALLATION
STYLY invites visitors into an immersive mixed reality experience featuring the creative expressions of 6 international artists. Using Augmented Reality designed on the STYLY Studio platform, each immersive installation invites a playful interaction with the physical surroundings of the VR Days Playground.

VALKYRIE INDUSTRIES
While wearing EIR armbands and Meta Quest 2 headset, the audience will experience engaging fitness HIIT classes. Get prepared to be electrified to get to the top of the fitness leaderboard

VELICUS
Introducing CPR+, a Mixed Reality application that allows you to practice CPR while interacting with digitally projected objects. Instead of practicing on just a manikin, you can create a more immersive experience by seeing an actual person, heightening the educational experience and increasing learning retention.

VR HEALTHY
VR Healthy conducts research into the physical and mental health aspects of VR games. They have developed a certification for VR games based upon any benefits found through scientific research.

WINTOR
Understand the history of Rotterdam by its statues. At the Playground you can find 3D scanned statues from the city center and learn more about it. If you want to see the real deal, you can use the AR-tour to go out and learn more at the sites of the statues using a location-based AR tour.

ROTTERDAM PHILHARMONISCH ORKEST
The Virtual Reality Orchestra Discoverer - experience a 3D experience with the orchestra. Step on the stage and stand in the middle of the orchestra. Listen and watch it from different positions.

WISDOM
Wisdom is a breakthrough in science education that explains the effects of psychedelics on the brain within the predictive coding neuroscience framework. You will also be able to interact with the Wisdom character outside of VR with a biofeedback meditation game.

JUSTIN BEAVER: CLIMATE CHANGE FROM ANIMALS' PERSPECTIVE
Justin Beaver is a unique interactive VR film experience where the audience can experience climate change, pollution and global warming from the perspecive of an animal.

INTOD'MENTIA
This experience allows players to experience an ordinary day from the perspective of someone with early dementia.

CINE VR
CINEVR is a virtual movie theater available with a VR headset to watch 2D, 3D and 360° videos alone or with friends and family in one of the 8 amazing thematic 3D theaters: drive-in, beach, Imax, antic theater, haunted house, spaceship… CINEVR is the first block of a global metaverse dedicated to entertainment with more than 600k downloads worldwide.

From: To:

Time:	10:00	17:00
Location:	Trade Show Floor	
Type:	Experience	

Trade Show

Our exhibitors are showing the way forward. Discover cutting-edge tech and innovations from front-running companies.

Expect to find immersive technology solutions for real world problems in industry, healthcare , creative industry, education, entertainment and more. Walk around, meet new people, find new solutions and build bridges across industries.

From:	To:	
Time:	10:00	13:00
Location:	Willem Burger Foyer	
Type:	Experience	

Church of VR (pro hours)

At the Church of VR, you have the opportunity of experiencing the most creative projects of 2022, a rich selection of innovative, inspiring, intimate, mindboggling and award winning creative VR projects. Transcend into the virtual, move into the future, dive into someone else's inner world or become part of an entirely different place and time on earth.

Selected projects:

Kubo walks the city
Like an "ethno-detective", follow the footsteps of Kubo, a Korean writer in his urban flanerie in Seoul in 1934.

Spacewalkers
Experience history as you immerse yourself in the world's first-ever spacewalk captured in cinematic VR outside the International Space Station.

Everywhen
A 360° video adaptation of EVERYWHEN – an intermedia performance that deals with the topic of historic recurrence through movement, 3d visuals, and sound spatialization.

Chroma 11
Chroma 11 is a Virtual Reality immersive experience based on the true story of lost love of dance artist Aaron Khek Ah-hock and his partner Ix Wong Thien-pau.

Clouded VR
Upload your mind to the cloud and immerse yourself in a dystopian virtual holiday in the Cloud Hotel, and enjoy an abstract narrative experience.

Uncanny alley
Uncanny Alley is a murky corner of the Metaverse that follows Gh0st, Glitch and other Metazins as they navigate their corner of the Metaverse.

Quantum bar
Eager to serve engaging conversations, the Quantum Bar's AI bartender is always happy to hear what's on his visitors' minds.

Darkening
How is the world perceived by someone with depression? The animated immersive film uses virtual reality to address depression and the ways to cope with it.

I pity the garden
I Pity the Garden is an immersive artwork about a premonition of the end. Through the VR experience, the viewer is led into a realm of magical realism.

Immortelle
Immortelle is an atmospheric and figurative 6DOF work illustrating the flights and falls of psychological endurance.

This is not a ceremony
You're invited to witness an unforgettable cinematic VR experience, guided with care and kindness by tricksters, matriarchs and buffalo.

The Choice
The Choice is a virtual reality experience that lets us see from a different perspective the emotional and complex nature behind one woman's choice.

Lavrynthos
Lavrynthos places you at the heart of the labyrinth of Crete to tell you the story of the unlikely relationship between the Minotaur and his next meal: a girl named Cora.

(Hi)story of a Painting: The Light in the Shadow
An animated 6DoF VR series aimed at engaging young audiences with art by creating intimate, gripping and relatable experiences.

From the main square
A civilization blossoms, with all its contradictions, only to become a danger to itself. Encircling a central square, a new town emerges in all its diversity.

Diary of a shapeshifter
Haunted by a shadow casted by fear an artist faces surreal manifestations of his subconscious mind.

From:	To:	
Time:	13:00	17:00
Location:	Willem Burger Foyer	

Church of VR (open to all)

Type:	Experience	
	From:	To:
Time:	15:00	21:00
Location:	Grote Zaal	
Type:	Experience	

See above.

Dazzle

Dazzle is a Moving image installation with live performance, sound and virtual reality. This unique experience at Immersive Tech Week combines dance with dazzling optical illusions. The VR experience invites audience members to dance with performers shifting between virtual and live choreographies.

The Virtual Realist duo Gibson/Martelli work with live simulation, performance capture, installation and video to create immersive exhibitions. This unique project re-imagines the Dazzle Ball held at the Royal Albert Hall, London, in 1919. Zig-zag motifs -- inspired by First World War naval camouflage -- are applied to costumes and set design, playing with audiences' vision and perception.

This project uses next-gen streaming motion capture and machine learning to deliver an incredible fusion of dance & immersive technology for multiple participants. DAZZLE is a multi-sensorial experience inviting audiences on a journey to perform, explore and disguise in the many realities we call ours.

Reality becomes fluid, and identities extend, shifting seamlessly between fashion and avatar, performance and live motion-capture, virtual and physical - a mind-bending masquerade. As an answer to our longing for togetherness, audiences choose to be active participants or observers as they travel through mixed realities, breaking with perceptions of art to be spatially separated or untouched by its visitors.

This event is organised by De Doelen and part of de Doelen programming. It is not part of the official Immersive Tech Week program. As such ITW passes do not give access to these performances.

TICKETS FOR THURSDAY/SUNDAY FOR SALE AT DE DOELEN AND ONLINE

	From:	To:
Time:	20:30	22:30
Location:	Jurrianse Zaal	
Type:	Experience	

VR Awards Ceremony

The 6th International VR Awards

The VR Awards is at the centre of recognition and celebration of outstanding achievement in VR. Combined with year-round international initiatives, the VR Awards brings together a night of red carpet highlights, the celebration of excellence and unique access to the world's most influential names in immersive technology.

The VR Awards is organized and hosted by the Academy of International Extended Reality

The VR Awards Ceremony is open to All Access and Day Pass holders on a first come first served base, limited seatc available.

	From:	To:
Time:	10:00	17:00
Location:	Eduard Flipse Zaal	
Type:	Creators at work	

CREATORS AT WORK

Creators' Lab (invitation only)

Creators' Lab is the place where new content is being created during Immersive Tech Week. This way we facilitate the development of XR storytelling and give European XR creators an extra push in the back.

Together with CineDans and Design Academy Eindhoven we have selected two projects whom we are providing with tech, developers and mentors to make a leap in their project. This year the creators are Margherita Landi and the Blies Brothers.

On Tuesday, Wednesday and Thursday, visitors can join to see the first results and interact with the makers from 17:00-18:00.

On Friday the final results at presented in a special session from 12:45- 13:30 also in the Eduard Flipse Zaal.

The Blies Brothers (Stéphane Hueber-Blies & Nicolas Blies) are two French multimedia artists and filmmakers. They used the Cinedans VRLab as initial research for their new project 'The Taste of Unbalance': a poetic, choreographed walk in virtual space. VR in combination with AI makes you aware of your own way of walking by emphasizing the synchronous and asynchronous nature of your footsteps.

Margherita Landi is a choreographer and video maker. Since 2014, she has been involved in research on the body and new technologies and how the relationship between the two transforms many common human rituals. During the Cinedans VRLab, Margherita researched the implementation of VR within the Laban notation system, a dance notation system invented by the dancer, choreographer and theoretician Rudolf von Laban in the first half of the 20th century.

If you want to visit out of visiting hours, call or email Laura Eager on +447909078907 or lauraeager.info@gmail.com.

Time:	17:00	18:00

Creators' Lab - visiting hours

Location:	Eduard Flipse Zaal
Type:	Creators at work

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IMPULSE

	From:	To:

IMPULSE 1-on-1 meetings (invitation only)

Time:	10:00	17:00
Location:	Van der Vorm Zaal	
Type:	IMPULSE	

SOCIAL EVENTS

	From:	To:

Networking drinks

Time:	17:45	19:00
Location:	Feestzaal	
Type:	Social event	

	From:	To:

VR Awards VIP Dinner

Time:	19:00	20:30
Location:	Feestzaal	
Type:	Social event	

The VR Awards VIP Dinner is only accessible to VR Awards Dinner Pass holders.