## CONFERENCES

| | From: | To: |
|---|---|---|
| Time: | 10:00 | 11:00 |
| Location: | Jurrianse Zaal | |
| Type: | Conference | |

### Timmy's top selection

With: Timmy Ghiurau, Dr. Aura Seikkula, Jussi Mäkinen, Carlos Calva. Moderator: Monique van Dusseldorp & Benjamin de Wit.

**Timmy Ghiurau** leads Volvo Cars innovative tech and initiatives surrounding virtual and augmented reality, working with virtual simulators and eye-tracking to create the future of self-driving cars and user experience research. He also invests and advises fashion and tech startups all around Europe.Timmy is one Immersive Tech Week guest curators - industry leaders that we asked to put together a session with speakers and projects they feel everyone should know about. In this opening session he and his invited guests will discuss the implications of immersive tech for culture, business and the human mind.

With:
**Timmy Ghiurau**, Innovation Leader, Volvo Cars
**Jussi Mäkinen**, Chief Brand Officer at Varjo, makers of the world's most advanced VR/XR products and services - with 162 million Euro in funding the leading European company in this space.
**Carlos Calva**, Spatial Computing researcher, innovator and creator, with a deep interest in product design. He previously worked with NASA on the first Mixed Reality platform for astronaut training. His present focus is immersive tech and the human mind.
**Dr. Aura Seikkula**, is an international expert in art and philosophy, currently working as an advisor at Taike Arts Promotion Centre Finland. She sees art as a meaning creating agency, and will share her views on this new space.

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

### The next generation in XR: media literacy and education

With: Vivian Hsueh Chen, Joris Weijdom, Wouter Nieuwenhuizen, Remco Pijpers, Frederiek de Vries Robbé. Moderator: Freek Zwanenberg.

The Dutch Media Literacy Network (Netwerk Mediawijsheid) invites you to join their session on media literacy and immersive media in education. How can we make sure that children and youngsters are able to move within immersive worlds such as games, VR experiences and the metaverse, in a media literate and safe way? How can we use immersive media to teach children valuable skills? And what are the (ethical) questions we should ask ourselves, when designing and applying immersive media for educational purposes?

Keynote presentations by

Joris Weijdom is a researcher, senior lecturer and designer of mixed-reality experiences at the HKU and University of Twente. He investigates interdisciplinary creative processes in shared mixed-reality environments

Dr. Vivian Hsueh-Hua Chen, visiting associate professor at Erasmus University. She investigates social interaction in virtual communities and the social and psychological impact of communication technology such as games and virtual reality

After the keynotes, we will discuss the (moral) questions that must be asked when we use immersive media in education during a panel discussion,.

Freek Zwanenberg, Bureau Youth & Media. (moderator)

Wouter Nieuwenhuizen, Researcher at the Dutch Rathenau Institute, an organisation for technology assessment, also member of the European Parliamentary Technology Assessment. His research focuses on the societal responsibilities of tech companies, immersive tech and harmful online behaviour.

Remco Pijpers, strategic advisor digital literacy and ethics at Kennisnet, the Dutch public organization for Education & ICT. He is concerned with digital citizenship and the ethical questions about new technologies in education.

Frederiek de Vries Robbé, project manager education and marketing at Podium, a Dutch organisation for educational communication, who developed media literacy lessons in VR for Special Education.

| | From: | To: |
|---|---|---|
| Time: | 10:00 | 12:30 |

### Maritime Morning: Crafting tomorrows innovators: riding waves of change for the maritime ecosystem

| Location: | Schadee Zaal |
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| Type: | Conference |

With: Verena Bittl, Guido Helmerhorst, Daria Fedko

Embracing innovation doesn't automatically make you innovative.This session will take you on a journey along the challenges and opportunities of tomorrow's maritime ecosystem. Will you team with us to immerse talent, skill and knowledge in the new generation?

10:00 - 10:40 See you on the other side | train students with VR
As part of the Maritime Tech Platform project, STC set out on a journey to digitise their training portfolio, enabling teachers and students to create their own content. This session addresses what challenges you can tackle using immersive training, how easy it is to create and distribute your own VR training scenarios
and how the train-the-train workshops work that STC teachers took.
Including a live demo of the STC VR experience! (bring your phone or headset ;-))

Guido Helmerhorst, CGO & founder WarpVR - Enabling Immersive Learning for Companies at Scale

10:40 - 11:20 Expert knowledge at the push of a button - how augmented reality & intelligent workflows are revolutionizing maritime-related industries
In this session you will hear more about remote collaboration and digital knowledge transfer in industry, key advantages of AR features & functionalities of VSight and exemplary use cases in the maritime industry. We will will also discuss features & functionalities of VSight - live demo and first hand experience from STC

Verena Bittl, Business Development and Product Manager VSight: Remote Help and Maintenance with Augmented Reality

11:20 - 12:00 XR: From Ideation To Creation – tips and tricks of AR/VR development
So you've got a new brilliant idea of using XR in your organisation. You've got everyone on board, and your team is excited to start, but you have no clue of how the development of such technologies is done and what kind of pitfalls you might encounter on the way. In this session we'll share insights and give a peek into the creation process for AR/VR solutions - and give you recommendations on how to realise your idea and prepare for development.

Daria Fedko, Founder&CEO, WE/AR Studio

12:00 - 12:30 Crafting Tomorrow's Innovators
During this panel we will discuss the central theme following the questions posed by the keynote speakers during their talks.

Guido Helmerhorst, CGO & founder WarpVR - Enabling Immersive Learning for Companies at Scale
Daria Fedko, Founder&CEO, WE/AR Studio
Verena Bittl, Business Development and Product Manager VSight: Remote Help and Maintenance with Augmented Reality

| | From: | To: |
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| Time: | 11:00 | 11:20 |

**The Metaverse: From Culture to Commerce**

| Location: | Jurrianse Zaal |
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| Type: | Conference |

With: Nicole Alexander. Moderator: Monique van Dusseldorp.

The Metaverse is about developing social and immersive experiences like augmented and virtual reality. The next chapter for the internet will redefine the way we work, play and connect. This talk will discuss what this future will look like, the opportunities the Metaverse could unlock for businesses, creators and individuals around the world.

Nicole Alexander - Global Head of Marketing at Meta
Nicole Alexander leads global web marketing. In this role she provides long-term vision and innovation while maintaining integrity of Meta's B2B presence including Meta for Business, Instagram for Business and related sites as part of the company's largest scaled marketing channel. Nicole also holds a faculty role as a Professor of Marketing and Technology for New York University.

| | From: | To: |
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| Time: | 11:30 | 11:50 |

**How can we scale XR to thousands of users? Problems and Solutions**

| Location: | Jurrianse Zaal |
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With: David Burch. Moderator: Tom Ffiske.

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| Type: | Conference | |

A frontline look at the challenges companies are facing as they go from dozens of VR and AR headsets to scaling thousands, and why legacy mobile device management solutions (MDMs) aren't working for them.

David Burch is the Sales Director at ArborXR. His extensive experience in the enterprise solutions space has helped enable ArborXR to continue its growth trajectory and become the leading vendor of choice for XR deployments all over the world.

| | From: | To: |
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| Time: | 11:50 | 12:30 |

**Big dreams, big business**

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|---|---|---|
| Location: | Jurrianse Zaal | |

With: Oliver Woehler, David Burch and Marco Janmaat. Moderator: Tom Ffiske.

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| Type: | Conference | |

With:
Tom Ffiske moderator, Editor at the Immersive Wire (metaverse and immersive tech analysis)

Oliver Woehler, Enterprise Lead PICO will share how Pico can help to scale the enterprise business. PICO is a leading VR company with advanced innovation and R&D capabilities, focusing on the VR all-in-one headset market in the fields of remote work, out of home entertainment, and healthcare.

David Burch, David Burch is the Sales Director at ArborXR. His extensive experience in the enterprise solutions space has helped enable ArborXR to continue its growth trajectory and become the leading vendor of choice for XR deployments all over the world.

Marco Janmaat, VR Expert. VR Expert is a full service VR/AR hardware supplier in the Benelux, DACH and France, helping organisations to implement & roll out VR and AR hardware.

| | From: | To: |
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| Time: | 11:30 | 12:45 |

**Future of XR education**

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|---|---|---|
| Location: | Van Capellen Zaal | |

With: Max Louwerse, Carlos Ochoa, Farshida Zafar, Carl Boel. Moderator: Erson Halili.

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| Type: | Conference | |

As the spheres of learning and work move toward hybrid modes of interaction, we the role of immersive learning is growing fast. The engagement it brings can help us to learn faster, acquire new skills and develop more empathy.

It is early days though. How can we develop XR learning plans? How will the tools for immersive learning develop in the next few years? How will XR learning change our educational institutions, our work enviroments and any other area of learning?

With:
Erson Halili (moderator), Research And Development Specialist, FrostBit Software Lab of the Lapland University of Applied Sciences. As one of the first Finnish virtual reality labs - located in the Arctic circle - .FrostBit develops educational games for different verticals such as forestry, mining, mobility and transport, healthcare, tourism, etc.

Max Louwerse, is Professor of Cognitive Psychology and Artificial Intelligence at Tilburg University, the Netherlands. He is the principal investigator of VIBE - a project developing animated embodied conversational agents for health care, as well as of Campione, investigating training in virtual reality. He is the founder of the DAF Technology Lab, the virtual and mixed reality lab on the Tilburg University campus, co-founder of the Jheronimus Academy of Data Science, and co-founder of MindLabs.

Carl Boel is a researcher on learning and training in XR at both Thomas More and Ghent University. He leads the Learning Network on XR in education in Flanders and was the main author for the advisory policy report on XR in education for the Ministry of Education in Flanders. Her will share how in Flanders, a nationwide implementation program of XR in education was designed consisting of four pillars: hardware, software, professional development and research.

Farshida Zafar, Director ErasmusX & Erasmus Centre for Entrepreneurship and Senior fellow Jean Monnet Center of Excellence in Digital Governance. She succesfully introduced blended learning at Erasmus University, and will share her experiences.

Carlos Ochoa, ONE Digital Consulting, author of "Best Practices in VR in Education" and "State of Art of XR in Education" by VR/AR Association.

This session is co-hosted by Erasmus X

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

**Horizon Projects Present**

| Location: | Schadee Zaal |
|---|---|
| Type: | Roundtable |

With: Rui Prada, Ana Alves and Orestis Georgiou

13:10 -13:25 IV4XR with Rui Prada Researcher at INESC-ID and Coordinator of the ix4XR project
Rui Prada, will present the research results of the iv4XR project that developed automated testing tools for XR. The developed platform allows testers to deploy agents in the system under test that will automatically perform actions to pursuit goals or explore the system. We provide tools to test both functional and user experience properties. We applied our approach in three different scenarios, a multiplayer game, a system that monitors a sensor network in infrastructures, and a multi-agent simulation.

13.30 - 13.45 VOX Project with Ana Alves

13.50 - 14.05 Touchless with Orestis Georgiou Head of R&D Partnerships at Ultraleap
In this Horizon talk, Orestis Gergiou, head of R&D at Ultraleap will introduce the H2020-funded project called Touchless, and describe their vision and some of their main results to date.

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

## Digital twins: The future of reality is virtual

| Location: | Jurrianse Zaal |
|---|---|
| Type: | Conference |

With: Jan Verwoerd, Eugène Kuipers, Manfred Piper. Moderator: Monique van Dusseldorp.

With spatial computing, open data, IA and 5G, the digital twin is about to reach unprecedented detail. Welcome to a world where content enhances and facilitates our everyday lives, from home to work. Where we can rearrange our home, follow directions, control machines and even remotely work thanks to these new technologies and the links between them.

With:
Jan Verwoerd is the founder and owner of 360Fabriek, specialised in the digitization of objects and environments into fully photorealistic 3D models. models are used for WebAR for ecommerce, global marketing campaigns but also for the high end preservation of cultural heritage. In his talk he will show how to digitize environments and combine them with digital services.

Eugène Kuipers is the co-founder of Fectar, a free AR app downloaded by more than 6 million people. You can use Fectar to create your own Metaverse Learning Spaces, Virtual Shopping Centers, or Training Centers. Everyone is able to join in an interactive 3D Space with several different devices, such as smartphones, VR headsets, and the Hololens. How are people using AR to work, shop and learn?

Manfred Pieper, Regional Marketing Manager, PNY Technologies Europe will show how digital twins work for cities and companies by leveraging hardware-accelerated telemetry.

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

## Scaling XR in education: Best use cases in primary, secondary, vocational and academic training

| Location: | Van Capellen Zaal |
|---|---|

With: Emilie Joly, Christian Rowe, Vincent van den Tol. Moderator: Carl Boel.

| Type: | Conference |
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XR can be used as a fundamental tool for personal & professional development. With a decade of experience and pilot projects - now is the time to scale up. How can educators, educational institutions make this happen? From finding the funds, to integrating XR in the curriculum, from working with vendors and avoiding lock-in to making sure educators across the range gain confidence in using the new tools - join this session to hear from experts how to move forward.

Carl Boel (Moderator) is a researcher on learning and training in XR at both Thomas More and Ghent University. He leads the Learning Network on XR in education in Flanders and was the main author for the advisory policy report on XR in education for the Ministry of Education in Flanders. Her will share how in Flanders, a nationwide implementation program of XR in education was designed consisting of four pillars: hardware, software, professional development and research.

Jordan Williams is the co-founder and COO of ArborXR, a platform to manage VR/AR devices, remotely install content, and control the in-headset experience. He will share lessons learned from working with hundreds of organizations using XR, takeaways and some important solutions.

Emilie Joly is CEO of Zoe Immersive, and recently launched Zoe, a creation platform enabling anyone to connect and create immersive experiences.

Christian Rowe is co-founders of Immerse - the first virtual world reimagining education in the metaverse. Starting with immersive language learning, Immerse is on a mission to leverage social VR and Web3 technologies to usher in the next era of education.

Vincent van den Tol is Founder/CEO of imedu, which connects and activates students in virtual worlds. The company offers everything you need to design, build and manage a safe and interactive virtual learning environment.

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

**Soft skills training**

| Location: | Van Capellen Zaal |
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With: Kim Dekeyser, Thomas De Bruyne. Moderator: Carl Boel.

| Type: | Conference |
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Carl Boel (Moderator). Researcher learning and training in VR / expert consultant developer at Thomas More / Ghent University

Stéphanie Vanneste, educational researcher at KU Leuven

Harmen Veling, Talespin

Thomas De Bruyne, Xperience Lab Lead, Deloitte. Leading the Xperience Lab at Deloitte, he provides (aspiring) leaders with immersive experiences around the emerging futures for their industry. The Lab is built on the belief that leaders make better investment decisions from a deep-felt understanding of emerging tech, allowing them to create a healthier Future of Business. He will talk about Soft skills training - and empathy as a 21st century superpower.

| From: | To: |
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| Time: | 14:45 | 15:15 |
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**Workforce of the future**

| Location: | Jurrianse Zaal |
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With: Tom de Koninck, Jon Martinez. Moderator: Tom Ffiske.

| Type: | Conference |
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XR can be used to assist people in their work, and this becomes especially interesting when we look at the aging workforce in Europe. Digital tools like AI, XR, and robotics can support the fragility that comes with age, on both the cognitive and the physical level.

The XR tech that was created for rehabilitation and for the elderly, can thus also help the industry, by keeping people active longer. In this session we look to the future of XR for work from that perspective.

With:
Tom Ffiske (moderator)

Tom de Koninck, Senior Consultant Media Networks, TNO. TNO is an independent research organisation in the Netherlands that focuses on applied science. conducts contract research, offers specialist consulting services, and grants licences for patents and specialist software

Jon Iñaki Martinez Lopez de Guereña, CEO-CTO at LUDUS, VR training for industry and emergency. Ludus offers a platform for safety training using virtual reality. The company develops products that allow all kinds of workers to train, in order to improve the quality of their work in a safe manner.

| From: | To: |
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| Time: | 14:30 | 15:00 |
|---|---|---|
| Location: | Schadee Zaal | |
| Type: | Conference | |

## VR meets environmental sustainability

With: Joost Raessens. Moderator: Nina Salomons.

What if you could experience the world through the eyes of a tree (Tree, 2017)? Or a variety of symbionts (Symbiosis, 2020)? What if we all could experience the overview effect (SpaceBuzz, 2018)? VR can stimulate environmentalism by raising awareness in unusual ways. It can let users deeply understand the impact of mankind on the environment through one-of-a-kind experiences that will make them change their daily behaviour to reduce their environmental impact. Find out what green media is about, what the most impactful eco VR installations can do and how immersive technologies can help us build a greener future.

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| Time: | 15:00 | 15:30 |
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| Location: | Schadee Zaal | |
| Type: | Conference | |

## VR for diversity

With: Mirjam Vosmeer, Tilo Hartmann. Moderator: Nina Salomons.

VR for Diversity is a research project that was conducted at the Amsterdam University of Applied Sciences between October 2020 and October 2022.

The main research questions for this project focused on the use of interaction in VR: do users feel more connected to the narrative when they can interact with the storyworld? Do they feel more engaged? Does the option of interaction influence the persuasive power of a VR experience?

The stories that were chosen for the experiments all represented different impressions of the concept of diversity, such as gender equality, lhbtiq+ issues or VR for senior citizens. In this session the results are presented.

Moderator:
Nina Salomons is a filmmaker, diversity advocate and XR consultant.

With:
Mirjam Vosmeer is a senior researcher at the Lectorate of Civic Interaction Design. She holds a PhD on the topic of Videogames and Gender and developed a series of research- and educational projects into design and storytelling for virtual reality.

Tilo Hartmann is Professor for Virtual Reality and Communication, and chair of the Department of Communication Science at the VU Amsterdam. He studied Communication Science and obtained his PhD in 2005 at the University of Music, Drama, and Media Hanover.

| From: | To: |
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| Time: | 16:00 | 17:00 |
|---|---|---|
| Location: | Van Capellen Zaal | |
| Type: | Conference | |

## State of XR gaming

With: Jenny Guo, Jan Kroupa, Paul Mezier. Moderator: Kevin Williams.

XR is on a path to enable an entirely new wave of interactive, highly engaging gaming experiences, presenting game developers with huge opportunities and many challenges. In this discussion, we'll explore how theindustry is evolving, who's leading key trends in game creation and how game developers can best prepare for both emerging market opportunities and competing with incumbents.

Kevin Williams (moderator), is the Co-Founder of Spider Entertainment, a global leader in Out-of-Home Entertainment for retail destinations and beyond. He is also the founder and publisher of the Stinger Report.

Jan Kroupa is Senior Magician at Allodium Games and the creator of an AR retail marketplace. He will share his views on the evolution of Game Design for ARh, and ow AR games can benefit from real-world game tokens.

Paul Mezier is Executive Producer, VR GamesNovelab and will give an update on the current state of the market of VR gaming, as seen on the ground from a multi-award-winning development studio.

Jenny Guo is an award-winning creative producer, XR and NFT arts patron, and co-founder of Highstreet. Backed by HTC , Binance Lab, and Animoca, her company Highstreet is building a commerce-centered MMORPG game using VR and Blockchain.

| From: | To: |
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| Time: | 15:30 | 17:00 |
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## A metaverse centered on Europe's values and rules

| Location: | Jurriaanze Zaal |
| Type: | Conference |

With: Charlie Gullström, Muriel Deschanel, Eric Blomquist, Jussi Mäkinen. Moderator: Rehana Schwinninger-Ladak.

European stakeholders in the XR and metaverse area discuss the perspectives on a European metaverse that respects its values and rules, what's in for businesses and society but also which challenges it has to face.

In this session, we will hear different expert views and explore the opportunities of this new virtual environment. We will also look at Europe's strengths and how to address European sovereignty in the field.

Curated and moderated by

Rehana Schwinninger-Ladak, Head of Interactive technologies, Digital for Culture and Education, European Commission

With

Charlie Gullström, Research and Innovation Strategist, Sweco Architects, part of Sweco - established in 14 countries with 18.500 experts within architecture, engineering and environmental services

Eric Blomquist, Director Strategy Execution at Ericsson, the Swedish telecom multinational that operates 5G networks, IoT and virtualization, supporting digital transformation for the next generation of mobile services.

Jussi Mäkinen, Chief Brand Officer, Varjo - Finnish manufacturer of the highest-immersion virtual and mixed reality products and services for advanced VR users, used to train astronauts, pilots, and nuclear power plant operators, design cars, and conduct pioneering research.

Muriel Deschanel, Director, Image and Data of bcom, a private Institute of Research and Technology that explores, designs, and provides innovations to companies that want to develop their competitiveness using digital tools. With a unique co-investment model, it generates technology, knowledge, and expertise.

Matthieu Worm, Senior principal key expert simulation & digital twin, Siemens. Driving consistency and coherency in the research and technology roadmap of Siemens Technology's Simulation & Digital Twin group, making the lifecycle digital twin real in end-user applications, while continuously incubating new ideas and concepts for the future, like the industrial metaverse.

| | From: | To: |
| Time: | 17:15 | 18:00 |

**Timmy's talk & Rapid Fire**

| Location: | Jurrianse Zaal |
| Type: | Conference |

With: Timmy Ghiurau. Moderator: Monique van Dusseldorp & Benjamin de Wit.

Timmy Ghiurau is Innovation Leader at Volvo Cars, where he works with virtual simulations, eye tracking, and Virtual Reality (VR) as enablers for self-driving cars and user experience research.

Nerd by day, rockstar by night, he has a passion for the creative industries and technology. He is a pioneer in real time 3D, and helped set up the contributing in the new Innovation Arena at Volvo Cars.

In this talk he will present his vision on the future of immersive tech - both from a technological as well as a cultural point of view.

| | From: | To: |

# ROUNDTABLES & WORKSHOPS

| Time: | 09:00 | 12:00 |

**Portraits of the city**

| Location: | Studio |
| Type: | Workshop |

Workshop created by artist Peim van der Sloot

A part of the AICON project, where art meets science meets societyan initiative of AIPact @Erasmus University Rotterdam to co-investigate and co create the societal impact of AI Want to learn more about AI while creating your own NFT? Then please join our PORTRAITS OF THE CITY workshop and create your own digital self-portrait. These portraits will become part of a larger art piece; an AICON from and for Rotterdam residents.  Wednesday November 30thBetween 9 and 12amSTUDIO – De DoelenPlease register: aicon@eur.nl

| | From: | To: |
| Time: | 10:00 | 11:00 |

**XR Meditation Panel Experience**

| Location: | Van Beuningen Zaal |
|---|---|
| Type: | Roundtable |

With: The White Buffalo, Jose Ferrer Costa, Teri Yarbrow. Moderator: Dana-Maria Faneker.

4 XR Meditation Experts with their own unique way of offering meditation into the XR Space. Together they strive to empower people to become more aware of their mental health needs and want to stimulate a healthy mindset by using meditation.

WITH:
Dr. Jose Ferrer Costa a Family Doctor, a Clinical Emergency Medicine educator, and a licensed Acupuncturist at Badalona Serveis Assistencials where they work with their professionals on mental health and well-being at the workplace! In their primary care center, they started the 3rd group of participants in their project using VR for mindfulness sessions to reduce burnout.

Dana-Maria Faneker founder of CaptainVR is developing Immersive coaching and health Experiences to empower people, so they can practice, learn and develop in a safe environment. They measure the effectiveness of the tools with Biofeedback and work together with psychologists & researchers to build proven cases to help people become the captain of their lives again.

Teri Yarbrow, founder of Magika VRx HospiceSavannah and The Savannah College of Art and Design. Teri will talk about: Transforming end of life and palliative care with VR" which has a unique approach towards creating VR immersive therapy for Hospice and Palliative care patients.

Viola DIE WEISSE BÜFFELFRAU The White Buffalo works closely with nature, the elements fire, water, earth and earth, the four winds, Archangels and other spirit beings. The drum plays an important role in buffalo shamanism. Since 2020 she started giving VR Drum Meditation Sessions in AltspaceVR.

| | From: | To: |
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| Time: | 11:15 | 12:15 |
| Location: | Van Beuningen Zaal | |
| Type: | Roundtable | |

## Psychedelics & VR

With: Sarah Haskins, Albert 'Skip' Rizzo. Moderator: Marta Kaczmarczyk.

This session is about the Integration of psychedelic therapy with clinical virtual reality. While there is no magic cure for the struggles that people face battling the challenges of mental illness, the integration of psychedelic therapy and clinical VR may provide new and compelling options for clinical care.

Each of these unique approaches has a growing body of positive clinical research that is supportive of continued exploration. The merger of these approaches stands to provide patients with compelling and emotionally evocative experiences that, if delivered in a professional and ethically informed context with a well-trained clinician, could have a significant impact on promoting mental health and wellness.

Such tools for enhancing the intensive treatment of significant clinical health conditions loom large on the horizon of future mental healthcare.

With:
Marta Kaczmarczyk, Biohacking/Optimization Consultant / Embodying the Mind · Self
Sarah Hashkes, CEO Radix Motion, CTIO Red Light Holland
Albert 'Skip' Rizzo, Research Director at USC Institute for Creative Technologies for Medical Virtual Reality

| | From: | To: |
|---|---|---|
| Time: | 12:20 | 13:20 |
| Location: | Van Beuningen Zaal | |
| Type: | Roundtable | |

## About the Metaverse paradoxes - Workshop by Komodal

With: Maroua El Mokhtari & Marie LeBlanc

Boosted & created by the Laval Virtual association, Komodal has become the leading professional services provider inside virtual worlds for training, remote collaboration and events.

We have all heard about it, yet it is still a topic of confusion, debate and sometimes misunderstanding. During this workshop let's try humbly and collectively formulate differently the actual and new questions around the Metaverse.

With:

Maroua El Mokhtari, Head of Marketing & SalesHead of Marketing & Sales, Komodal

Marie LeBlanc, Research & InnovationResearch & Innovation, Komodal

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

**Industry XR Workshop - The Foundation**

| Location: | Van Beuningen Zaal |
|---|---|
| Type: | Workshop |

With: Global XR Community: Saskia Groenewegen & Alexander Meijers

This interactive workshop will guide you through the process of how to bring an idea to life within Industry XR. This workshop is designed for C-level attendees in a small to medium-size organizations in any industry that is at the start of their XR journey.

During this workshop you will learn:
What kind of technology suits your challenge
How you can fit XR technology in your organization
What benefits XR technology can bring your organization

Saskia Groenewegen, Solution Lead and Principal Expert for Immersive Technologies at Ordina, Microsoft MVP for Mixed Reality

Alexander Meijers, Global XR & Industrial Metaverse Technology Lead at Avanade

| | From: | To: |
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| Time: | 14:15 | 15:15 |

**3 Roundtables: 1. Responsible tech; 2. Future of XR in Education; 3. Impact of XR on future education.**

| Location: | Hudig Zaal |
|---|---|
| Type: | Roundtable |

With: Duuk Baten, John Walker, Mark Cole, Paul Melis, Sjieuwke Dankert, Esther van der Linde

What do responsible XR technologies look like? How will they influence and form the futures we may soon live in? Immersive technologies can impact people in a variety of ways; so let's talk about what those ways are, and what that means for its development and application.

This roundtable welcomes you to speak your mind about the vision you may have for a more responsible XR tech world, where you would like to see change, and what is inspiring to you for the future of XR. Come join our specialists who want to both learn more from your viewpoint about responsible tech and co-create new concepts on the topic.

Table 1: Responsible tech
Duuk Baten - Responsible Innovation for Education and Research at SURF
John Walker - Project & Program Management Specialist at SURF

Table 2: Future of XR in Education
Mark Cole - Innovation Programme Manager at SURF
Paul Melis - Senior Consultant Visualization at SURF

Table 3. Impact of XR on future education.
Sjieuwke Dankert
Esther van der Linde

This session is organised by Surf, an organization that develops, implements and maintains the national research and education network of the Netherlands. SURF as a network is a backbone computer network reserved for higher education and research in the Netherlands.

| | From: | To: |
|---|---|---|
| Time: | 14:45 | 15:45 |

**Industry XR Workshop - The Next Step**

| Location: | Van Beuningen Zaal |
|---|---|
| Type: | Conference |

With: Global XR Community: Saskia Groenewegen & Alexander Meijers

This interactive workshop will guide you through the process of how to bring an idea to life within Industry XR. This workshop is designed for C-level attendees in a small to medium-size organizations in any industry that is at the start of their XR journey.

During this workshop you will learn:
What kind of technology suits your challenge
How you can fit XR technology in your organization
What benefits XR technology can bring your organization

Saskia Groenewegen, Solution Lead and Principal Expert for Immersive Technologies at Ordina, Microsoft MVP for Mixed Reality

Alexander Meijers, Global XR & Industrial Metaverse Technology Lead at Avanade, Microsoft MVP for Mixed Reality

| | From: | To: |
|---|---|---|

| Time: | 15:45 | 16:45 |
| --- | --- | --- |
| Location: | Hudig Zaal | |
| Type: | | |
| | Roundtable | |
| | From: | To: |

### VR / AR / XR / Metaverse Associations Assembly

Moderator: Bodine Beentjes.

During this session leaders of VR / AR / XR / Metaverse Associations come together and discuss the importance of community building. If you are interested in joining an association or you are an association leader yourself, come over and join the group.

| Time: | 12:00 | 13:30 |
| --- | --- | --- |
| Location: | Feestzaal | |
| Type: | | |
| | Roundtable | |
| | From: | To: |

### Hogeschool Rotterdam Presentations

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.

| Time: | 14:00 | 14:30 |
| --- | --- | --- |
| Location: | Feestzaal | |
| Type: | | |
| | Roundtable | |
| | From: | To: |

### Terminal 1, an NFT game for smartphones and VR

With: Virgile Mangiavillano, Doğu Çivicik

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This talk will focus on the values that Virtual Reality and NFTs can bring to each other, displayed through use cases and mutual beneficial prospects. Virgile and Doğu will talk about educating and onboarding the NFT / WEB3 space into VR, and analyse the correlation between the advancements in VR tech and the rise of NFTs.

Virgile Mangiavillano, Co-founder & COO VR Future, Actor / Co-Chair Advisory Group AIXR - The Academy of International Extended Reality

Doğu Çivicik, Director of Vibes at VR Future

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

### Streaming Video into the Metaverse

With: Frits Klok

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.

Frits Klok will be presenting how next generation streaming can boost the use of XR and bring more people into the M-verse.

| Time: | 14:45 | 15:00 |
| --- | --- | --- |
| Location: | Feestzaal | |
| Type: | | |
| | Roundtable | |
| | From: | To: |

### Creating the Next-Generation of XR Artists

With: Kevin Joyce

A talk about the process of developing an annual school educating newcomers to XR about the tools and inspirations needed to create art ready for the metaverse.

Kevin Joyce will discuss the strategy, organisation and execution of a summer school designed for people with a wide variety of abilities, and the resulting XR works that have since been created.

| Time: | 08:00 | 17:00 |
| --- | --- | --- |
| Location: | Van Weelde Zaal | |

### Hackathon: The Sprint

| Type: | Roundtable |
|---|---|

During the Immersive Tech Week in De Doelen in Rotterdam a hackathon will take place from Monday 28 to Wednesday 30 November in which multidisciplinary teams will focus on challenges around themes such as Health, Climate & Sustainability, Culture & Entertainment, Productivity, Inclusion and Industry. Solutions and opportunities will be sought in applications such as VR, AR and XR. Work is being done on challenges submitted by companies and governments.

Team composition
Participants can register individually or as members of a team. Note: It is required that there are at least three expertises in the team. A team consists of a maximum of seven people. Teams with two expertises or less will be supplemented by team members with other expertise.

Practical information
Attendance to the hackathon and Immersive Tech Week is free for all participants. The hackathon lasts for three days. You are welcome every day, from Monday 08.00 to Wednesday 17.00. The hackathon will take place at De Doelen. During the hackathon, teams will be provided with (free) food and drinks.

Support
Technical support staff and subject matter experts are present on the floor on an irregular basis.

Facilities
A table, power and internet access are available for each team. A number of headsets and the like are jointly available for all teams.

Prizes
A jury of experts will select three prize winners. Several cash prizes are available. The amount of the amounts is yet to be announced.

Copyright
Everything produced by teams will be available as Creative Commons Share Alike.

Registration
Registration for the hackathon is open until 18 November 2022.

Organisation
The Sprint is organised by Hogeschool Rotterdam in collaboration with VR Days (Immersive Tech Week), Municipality of Rotterdam and De Doelen
https://vrdays.co

Contact
For questions, please contact:
Frederike Manders
f.c.manders@hr.nl
Peter van Waart
p.van.waart@hr.nl

# EXPERIENCES

| | From: | To: | |
|---|---|---|---|
| Time: | 09:00 | 20:00 | **Playground** |
| 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 | |
| | From: | To: |

## 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.

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

## 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.

| 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  (Invitation/Press only)

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: |
|---|---|---|

# CREATORS AT WORK

| Time: | 10:00 | 17:00 |
|---|---|---|
| Location: | Eduard Flipse Zaal | |
| Type: | 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 laura@cinedans.nl

| | From: | To: |
|---|---|---|
| Time: | 17:00 | 18:00 |
| Location: | Eduard Flipse Zaal | |

## Creators' Lab - visiting hours

| Type: | Creators at work |
|---|---|

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# IMPULSE

| | From: | To: |
|---|---|---|

## IMPULSE SMEs - PITCH SESSION

| Time: | 10:30 | 12:00 |
|---|---|---|
| Location: | Van der Vorm Zaal | |
| Type: | IMPULSE | |

IMPULSE | SMEs is a programme to prepare entrepreneurs to face investors, during multiple online sessions over the course of three weeks with mentors, to improve their business proposal, to strengthen products value proposition, and to learn how to best defend a project and a vision.

Accessible to all XR – hardware and software, immersive environments, metaverse – startups and small enterprises, this Programme enables meetings with potential investors and VCs to the best scalable ventures.

| | From: | To: |
|---|---|---|

## IMPULSE Research: Healthcare & well-being - PITCH SESSION

| Time: | 13:00 | 14:00 |
|---|---|---|
| Location: | Van der Vorm Zaal | |
| Type: | IMPULSE | |

The mission of IFM Research: Healthcare & Well-being is to bridge the gap between academia, entrepreneurs and industry. Introducing VR/AR healthcare and well-being startups to a network of entrepreneurs and corporate and institutional investors to support and fast track the 'make-it-happen' process.

The IMPULSE Programme is an initiative created by XR4Europe, Laval Virtual, Stereopsia EUROPE and VRDays Europe.

| | From: | To: |
|---|---|---|

## IMPULSE Content - PITCH SESSION

| Time: | 14:30 | 16:30 |
|---|---|---|
| Location: | Van der Vorm Zaal | |
| Type: | IMPULSE | |

IMPULSE | CONTENT is an initiative that promotes and supports European content creators in their quest to finance their projects.

We are looking for fictional narrative projects, or nonfiction projects with a highly creative approach. We are looking for developed ideas, i.e. a core team confirmed; some budget confirmed; and an initial strategy for marketability and distribution of the project. Above all, we are looking for artists who are dreaming with the medium, and using XR in new and exciting ways.

# SOCIAL EVENTS

## Networking drinks

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

# CREATORS' CORNER

## Hogeschool Rotterdam Presentations

| Time: | 12:00 | 13:30 |
|---|---|---|
| Location: | Creators' Corner | |
| Type: | Presentation | |

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.

Time: 14:00 14:30

Location: Creators' Corner

Type:

Presentation

### Terminal 1, an NFT game for smartphones and VR

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Virgile Mangiavillano, Co-founder & COO VR Future, Actor / Co-Chair Advisory Group AIXR - The Academy of International Extended Reality

Doğu Çivicik, Director of Vibes at VR Future

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Time: 14:30 14:45

Location: Creators' Corner

Type:

Presentation

### Video in the metaverse

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.