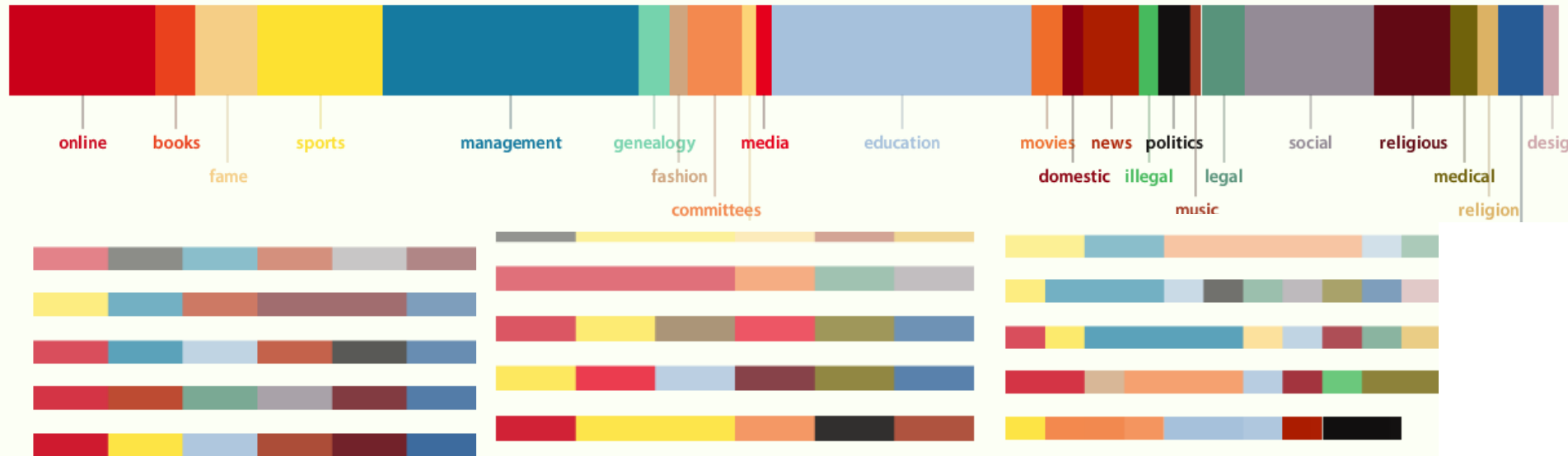


MOBILE
Augmented
Reality
SUMMIT

@ISMAR2010

OCTOBER 13, 2010

christine perey



CHRISTINE PEREY IS A WRANGLER AND **EVANGELIST** WITH OVER 19 YEARS **EXPERIENCE** IN NEW AND **EMERGING MULTIMEDIA COMMUNICATIONS MARKETS**

CHRISTINE PEREY WAS THERE, **INTRODUCING** INFORMA'S **REPORT** ON THE **EMERGENCE** OF **MOBILE SOCIAL NETWORKS**

OUR ISMAR **MOBILE CHAIR** CHRISTINE PEREY WILL BE WORKING WITH OUR OTHER **CHAIRS** TO **PROVIDE** CROSS-OVER **COORDINATION** BETWEEN **PROGRAMS** AND **ENCOURAGING PARTICIPATION** FROM THE **MOBILE INDUSTRY**

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All industries are exciting but I focus on growing the adoption of mobile AR in **print/publishing** and **retail/commerce**.



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Mobile AR Summit

At-A-Glance

Time	Agenda Items	Speakers
9:00 - 9:15	Welcome/Opening Remarks	Christine Perey
9:15 - 10:15	State of the Art: Mobile AR in 2010	Jung-Hee Ryu, Olaworks Dirk Groten, CTO, Layar Tobias Eble, metaio
10:15 - 10:30	Breakout Group Design, Select Discussion Leaders	Christine Perey
10:30 - 11:00	Coffee Break	
11:00 - 12:00	Breakout Discussions	Business, Technological and Social barriers to mobile AR Growth
12:00 - 12:15	Report out on Breakouts	Summary of discussions on barriers to growth
12:15 - 12:30	Mobile AR Showcase	Short presentations followed by self-guided demonstrations and testing, continued during lunch.
12:30 - 13:30	Lunch	

12:30 - 13:30	Lunch	
13:30 - 14:15	Mobile AR Content Publishing and Management	Robert Manson, Mobile Online Business Dr. Heedong Ko, IMRC at KIST Tsutomu Miyashita, DNP Digitalcom
14:15 - 15:00	Breakout Discussions	Social AR, Professional AR content, Digital Rights Management for mobile AR
15:00 - 15:15	Report out on Breakouts	Summary of discussions on future of mobile AR content publishing
15:15 - 15:30	Coffee break	
15:30 - 16:20	the Future of Mobile AR	Neil Trevett, NVIDIA and Khronos Group Nam Hoon Kim, SK Telecom Christine Perey PEREY Research & Consulting
16:20 - 16:50	Discussion about workshop learnings/conclusions	All participants
16:50 - 17:00	Closing remarks	Christine Perey

<http://www.perey.com/MobileARSummit/SummitSchedule.html>

Objectives

- the “State of the Art”
 - How do Mobile AR platform/technology providers describe the current market?
- Focus on content publishing
- See Mobile AR in action
- Formulate some new ideas/share observations
- Peek into the future of Mobile AR

Get to know your neighbor!

- Mobile AR platform providers
- Content developers
- AR Technology “building block” providers
- Mobile handset providers
- Mobile network providers
- Researchers
- Students
- Business (Angels, VCs, CEOs)

Mobile AR in 2010

- Jung-hee Ryu, Founder, Olaworks
- Dirk Groten, CTO, Layar
- Tobias Eble, Sr. Mobile Development Manager, metaio
- Martin Lechner, CTO, Mobilizy

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AR: Continuing what the Web began

Christine Perey

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