

AUGMENTED LIFE + WORK



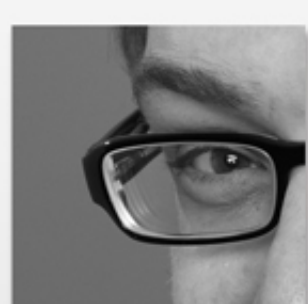
3.2.2010

13-20 Uhr

Deutsche Telekom Laboratories

Ernst-Reuter-Platz 7, Berlin

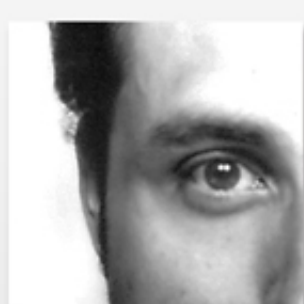
Personel



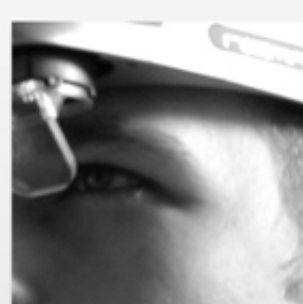
NILS MÜLLER



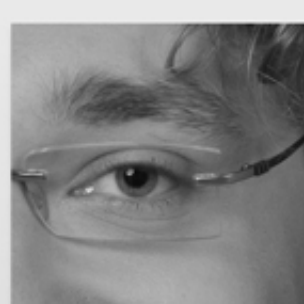
ROBERT BASIC



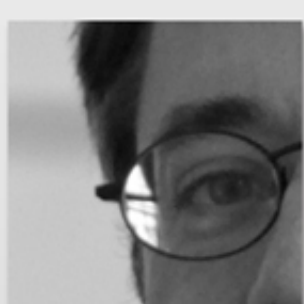
MAX CELKO



DANIEL GELDERN

HERMANN
HARTENTHALER

CARLO BLATZ



PHILIPP BREUSS



TILL GRUSCHE

Program (De)

MODERATION: PROF. DR. CLEMENS CAP // UNIVERSITÄT ROSTOCK

13:00 GET TOGETHER

13:15 BEGRÜSSUNG DURCH BVDW UND TRENDONE

13:20 KURZFILM ÜBER DIE T-LABS

13:30 RUNDGANG DURCH DIE T-LABS MIT EXPONATEN:

BÜRO DER ZUKUNFT; VISUAL SEARCH - UMWELT MIT DEM KAMERHANDY ERKENNEN;

MOBILE PAYMENT; MULTIMODALE FERNBEDIENUNG FÜR SET-TOP-BOX; DESIGN

RESEARCH UND SCHWARMVERHALTEN; SMART-HOME SERCHO MIT KOCHASSISTENT UND

ENERGIEMANAGEMENT-ASSISTENT

14:40 KEYNOTES PART 1

TRENDONE (NILS MÜLLER, HAMBURG) -> THE FUTURE IS ILLUMINATED

FROG DESIGN (TILL GRUSCHE, NIEDERLANDE) -> PICTURE THE FUTURE

WIKITUDE (PHILIPP BREUSS-SCHNEEWEIS, +STERREICH) -> BROWSE THE WORLD

METAIO / JUNAI0 (DANIEL GELDER, MÜNCHEN) -> MOBILE AUGMENTED REALITY

POWERFLASHER (CARLO BLATZ, AACHEN) -> AUGMENTED TECHNOLOGY

16:00 KAFFEE

16:30 KEYNOTES PART 2

FUTURIST (MAX CELKO, BERLIN / ZÜRICH, NYC / BOSTON) -> THE META BRAIN

HYBRID SPACE LAB (PROF. FRANS VOGELAAR, BERLIN) -> AUGMENTED NATURE

DEUTSCHE T-LABS (HERMANN HARTENTHALER, BERLIN) -> THE FUTURE WORKPLACE

ZUGARA (MATTHEW SZYMCZYK, USA) -> AUGMENTED SHOPPING

TAT (DAN GARDENFORS, SCHWEDEN) -> AUGMENTED ID & FACE RECOGNITION

18:00 SPEED INNOVATION & FUTURE PROTOTYPING

18:45 ELEVATOR PITCH DER BESTEN GESCHÄFTSMODELLE UND KONZEPTE

19:30 PREISVERLEIHUNG

19:45 VERABSCHIEDUNG UND GET TOGETHER IN DER CAFETERIA IM 20. OG

20:00 UHR AUSKLANG & NETWORKING

Program (En)

MASTER OF CEREMONY: PROF. DR. CLEMENS CAP // UNIVERSITY ROSTOCK

1:00 PM: GET TOGETHER

1:15 PM: WELCOMING & GREETING (BVDW + TRENDONE)

1:20 PM: IMAGE FILM/ PRESENTATION T-LABS

1:30 PM: TOUR THROUGH THE T-LABS EXHIBITS FROM:

FUTURE OFFICE; VISUAL SEARCH & RECOGNISING YOUR SURROUNDINGS WITH THE

CAMERA PHONE; MOBILE PAYMENT; MULTIFUNCTIONAL REMOTE CONTROL FOR THE

SET-TOP BOX; DESIGN RESEARCH AND CROWD BEHAVIOUR, SMART-HOME SERCHO WITH

A COOKING ASSISTANT AND ENERGY SAVING ASSISTANT

2:40 PM: KEYNOTES PART 1

TRENDONE (NILS MÜLLER, HAMBURG) -> THE FUTURE IS ILLUMINATED

FROG DESIGN (TILL GRUSCHE, NETHERLANDS) -> PICTURE THE FUTURE

WIKITUDE (PHILIPP BREUSS-SCHNEEWEIS, AUSTRIA) -> BROWSE THE WORLD

METAIO / JUNAI0 (DANIEL GELDER, MUNICH) -> MOBILE AUGMENTED REALITY

POWERFLASHER (CARLO BLATZ, AACHEN) -> AUGMENTED TECHNOLOGY

4:00 PM: COFFEE

4:30 PM: KEYNOTES PART 2

FUTURIST (MAX CELKO, BERLIN / ZURICH, NYC / BOSTON) -> THE META BRAIN

HYBRID SPACE LAB (PROF. FRANS VOGELAAR, BERLIN) -> AUGMENTED NATURE

DEUTSCHE T-LABS (HERMANN HARTENTHALER, BERLIN) -> THE FUTURE WORKPLACE

ZUGARA (MATTHEW SZYMCZYK, USA) -> AUGMENTED SHOPPING

TAT (DAN GARDENFORS, SWEDEN) -> AUGMENTED ID & FACE RECOGNITION

6:00 PM: SPEED INNOVATION & FUTURE PROTOTYPING

6:45 PM: ELEVATOR PITCH OF THE BEST BUSINESS MODELS AND CONCEPTS.

7:30 PM: AWARDS CEREMONY

7:45 PM: NETWORKING AND GET TOGETHER IN THE CAFETERIA ON 20TH FLOOR

8:00 PM: END