Virtual ThinkTank 2010

AUGMENTED LIFE + WORK

3.2.2010

14-20 Uhr

Deutsche Telekom Laboratories

Ernst-Reuter-Platz 7, Berlin

Personel

NILS MÜLLER

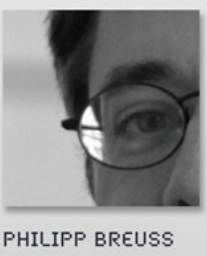
ROBERT BASIC

MAX CELKO

DANIEL GELDERN

HERMANN HARTENTHALER

CARLO BLATZ



PHILIPP BREUSS

TILL GRUSCHE

Program (De)

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

14:00 BEGRÜSSUNG // BVDW+TRENDONE

14:05 KURZFILM ÜBER DIE T-LABS

14:15 RUNDGANG DURCH DIE T-LABS MIT EXPONATEN:

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

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

RESEARCH UND SCHWARMVERHALTEN; SMART-HOME SERCHO MIT KOCHASSISTENT UND

ENERGIEMANAGEMENT-ASSISTENT

15:00 KEYNOTES

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

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

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

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

OWERFLASHER (CARLO BLATZ, AACHEN) -> AUGMENTED TECHNOLOGY

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

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

ZUGARA (MATTHEW SZYMCZYK, USA) -> AUGMENTED SHOPPING

LAYAR (NIERDERLANDE) -> AUGMENTED BROWSER (ANGEFRAGT)

TAT (D.GARDENFORS/J.HALIBURTON, SE) -> AUGMENTED ID & FACE RECOGNITION.

16:00 SPEED INNOVATION & FUTURE PROTOTYPING

17:00 ELEVATOR PITCH DER BESTEN GESCHÄFTSMODELLE UND KONZEPTE

17:45 PREISVERLEIHUNG

18:00 VERABSCHIEDUNG UND GET TOGETHER IN DER CAFETERIA IM 20. OG

19:00/20:00 UHR AUSKLANG

Program (En)

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

2:00 PM: WELCOMING & GREETING (BVDW + TRENDONE)

2:05 PM: IMAGE FILM/ PRESENTATION T-LABS

2:15 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

3:00 PM: KEYNOTES

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

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

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

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

POWERFLASHER (CARLO BLATZ, AACHEN) -> AUGMENTED TECHNOLOGY

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

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

ZUGARA (MATTHEW SZYMCZYK, USA) -> AUGMENTED SHOPPING

LAYAR (NETHERLANDS) -> AUGMENTED BROWSER (ENQUIRY MADE)

TAT (D.GARDENFORS/J.HALIBURTON, SE) -> AUGMENTED ID & FACE RECOGNITION.

4:00 PM: SPEED INNOVATION & FUTURE PROTOTYPING

5:00 PM: ELEVATOR PITCH OF THE BEST BUSINESS MODELS AND CONCEPTS.

5:45 PM: AWARDS CEREMONY

6:00 PM: NETWORKING AND GET TOGETHER IN THE CAFETERIA ON 20TH FLOOR

7:00/8:00 PM: END

trendone NILS MÖLLER COMMUNICATIONS

frog design

BVDW