

CWIC Starter: Immersive

Monday 20 March

Hosted by Ravensbourne

This [CWIC Starter](#) is championed by **David Crawford** from the [CWIC Committee](#) and the [User Experience SIG](#)

Venue: Ravensbourne, 6 Penrose Way, London, SE10 0EW

AGENDA**12:00** Registration and networking with lunch**13:00** Introduction to CWIC Starter, **David Crawford, Ravensbourne****13:10** Welcome from host **Dr Nick Lambert, Head of Research, Ravensbourne****Session chaired by SIG Champion David Crawford, Ravensbourne****13:20** 'AR, VR and 360 Content - on the "Slope of Enlightenment"'**Ken Blakeslee, Chairman, WebMobility Ventures @kblakeslee**

A review of the enabling technologies, ecosystem, application sectors and content genres associated with the broad continuum of AR, VR and 'real' 360 experiences. A look at the emerging business opportunities and some of the challenges.

13:50 'The Challenges for VR/AR in Smart Construction'**Paul Surin, Head of Built Environment, Wienerberger @PaulSurin****Session chaired by Ken Blakeslee, Chairman, WebMobility Ventures****14:20** Panel Session: 'AR/VR for Building Design, and Robots for Construction?'**Layton Reid, Head of School of Architecture, Ravensbourne****Paul Surin, Head of Built Environment, Wienerberger****14:50** Refreshments and networking**15:20** 'The CWIC Innovation Programme'**Ali Nicholl, Iotic Labs****Session chaired by SIG Champion David Crawford, Ravensbourne****15:50** 'VR | A New Beginning - the creative processes behind Mixed Reality Content & CGI'**Jack Howard, Lewis Ball and Erfan Saadati, Content Creators, Surround Vision**

The Surround Vision team will draw from their extensive and varied experience to give students an overview of VR production processes. Concentrating on tangible production techniques, they will also touch upon narrative approaches, sharing some of the award-winning projects Surround Vision has created.

16:20 'High end imaging solutions and apps for VR'**Richard Mills, Tech Director, Imaginary Pictures/Sky VR Labs @RichardForsight**

This session will offer an insight into the variety of shooting methods for Live Action 360 and VR experiences with examples of differing capture methods and workflows. It will also look to the future and explain development and progress in delivery encoding.

16:50 **Session chaired by SIG Champion Marine Barbaroux, Cambridge Consultants****Panel Session: 'The User Experience - immersion or submersion?'**With all speakers and **Carl Smith, Director Learning Technology Research Centre, Ravensbourne****17:15** **Event closes**

With the permission of the speakers, presentations will be loaded to the CW website on the day following the event



Profile of organiser

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 18 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-Ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities.

www.cambridgewireless.co.uk

Profile of host

Ravensbourne

Ravensbourne is an innovative, industry-focused university sector college located in the heart of London. They champion creativity and collaboration, dedicated to giving learners specialist skills and opportunities for outstanding careers in digital media and design. With a community of approximately 2,400 students, they offer practically focused digital media and design courses from pre-degree, undergraduate and postgraduate to professional short course level. Driven by industry standards and supported by the latest high-performance technology, Ravensbourne produce highly employable and enterprising graduates. Ravensbourne also hosts alongside its student community more than 100 creative technology businesses that utilise its leading-edge technologies and media resources, and collaborate with its student body and industry partners. www.ravensbourne.ac.uk

Profile of CWIC Committee Lead & SIG Champions

David Crawford, Ravensbourne

David Crawford is a Professor at the University of Essex and Ravensbourne in the UK, with interests in next generation networks and 'beyond HD' multimedia services. He is well-known in the engineering and business fraternities, having worked for over 40 years in the telecoms and broadcast industries and academia. David lectures on 'ICT', 'Networks' and 'Broadcast Technology', and is Director of a small high tech start-up in France. He also runs his own technical Consultancy Company, and chairs and presents regularly at technical and business conferences. David is a Member of the Royal Television Society, a Board and Council Member of the Institute of Engineering & Technology (IET), and is Executive Producer for the annual IBC Multimedia Conference in Amsterdam. www.ravensbourne.ac.uk

Marine Barbaroux, Cambridge Consultants

Marine is a digital product and service designer in Cambridge and has been in and around the design field for more than 20 years. With an education in product design and graphic art, she joined the world of software and now applies her skills to ensure great user experiences at Cambridge Consultants. She's designed a number of products and managed UX teams both in France and in the UK, mentored at Springboard (now TechStar London), and recruited a fair number of whatever-the-flavour-of-the-month-is-UX-o-tronologists you can think of... For her, design is about problem-solving more than anything. The role of a designer is to come up with novel concepts where required, but also make sure those are realistic and achievable. Cooperation is key. In her spare time, she works with acrylics, Photoshop and Illustrator to keep the creative juices flowing! www.cambridgeconsultants.com

Stefano Borini

Biography unavailable at time of print.

Giuliano Maciucci, eLife Sciences

Giuliano is a User Experience specialist with an established track record in wearable devices, augmented reality and natural user interfaces. Giuliano's extensive portfolio encompasses web, mobile application and embedded software interfaces for a variety of market leaders in the wireless industry, from helping to shape Europe's first 3G mobile offerings to spearheading Qualcomm's Head Mounted Display research initiatives. Currently at eLife Sciences, Giuliano's current focus is on championing user-centred innovation and research, helping to steer the evolution of scientific publishing. elifesciences.org

Allan MacLean, Amdeo

Amdeo specialises in the development and exploitation of high tech innovations. Amdeo principal, Allan MacLean, has worked in research and management roles at the leading edge of Information and Communication Technologies for over 25 years. He was a founder member of Xerox's European Research Centre in the 80's and was a major contributor to building it into one of the world's leading centres of expertise in the user centred design of innovative technologies. In 2002, he co-founded Image Semantics, which he helped lead to become a global provider of innovative mobile applications and

services. Allan has frequently advised on funding programmes in the UK, Europe and North America to help improve the fit between technologies and human needs and improve the exploitation of government funded research.

Geoff McCormick

Geoff has worked as a business consultant in the design industry for over 10 years. In that time, he has worked with some of the world's most famous and successful designers, where his role was to help designers, companies and brands to try and maximise the commercial effectiveness of design.

His experience covers every populated continent and a diverse range of sectors, including developing a mobile petrol retail station, an interior design system for VIP aircraft, hydrogen powered vehicles, packaging strategies for FMCG brands and innovation programmes utilising Asian sourcing. It is this breadth of experience that he values most. Common across all of his clients and projects is the desire to create truly unique experiences that occupy a space in peoples' hearts and minds.

Profile of speakers

Nick Lambert, Head of Research, Ravensbourne.

Dr Lambert lectures in art and technology, contemporary digital culture and the use of digital technologies in the history of art. He is Head of Research at Ravensbourne, North Greenwich. He was formerly Director of the VASARI Centre at Birkbeck, University of London. www.ravensbourne.ac.uk

Ken Blakeslee, Chairman, WebMobility Ventures

Ken's involvement over the past few years has been specifically in the area of private equity investing in the mobile sector, and his previous experience in developing telecoms, IT and web commerce business strategies spans 25+ years. His focus has been on the emerging new media content, applications and commerce methodologies, and the merging of these with the ubiquitous, personal access of mobile. Recent emphasis has been placed on Wearable Technologies, Fitness/Wellness, mHealth, Augmented Reality, Mobile TV, Virtual Reality content, Devices, ecosystem, 3D360° content and other personal viewing scenarios for rich media and innovations in technologies enabling multiscreen convergence. Alternate energy, energy harvesting and additive manufacturing (3D printing) technologies and applications are also a recent focus.

Ken's Company, WebMobility Ventures, focuses on private investing and advising companies on bringing innovations in multimedia mobility to market. He has also been an Investment Advisor to Ascension Ventures who manage early stage EIS and SEIS funds. Prior to that he was Chairman of WirelessWorks with The Vesta Group, managing the investments of one of Europe's top networked venture capital funds, Frontiers Capital. In addition to being a venture partner, he established and was Chairman of their Board of Advisors. He has also served on the board of directors and advisory board of several companies, all innovatively active in various sectors of mobile investment, product definition and service delivery. Previously, he was VP of Business Strategy for Wireless Internet at Nortel Networks.

Ken has held numerous industry positions including chairman of the Mobile Data Association, vice chair of the UMTS Forum Market Aspects Group, and in 2001 was named to the GSM Association 'roll of honour' for "longstanding commitment to the GSM industry". In 2004 Ken launched and produced "Cool and Connected" a "Wearable Technology Fashion Show" and in 2006 the "Innovation Showcase" of emerging key technologies at 3GSM World Congress in Barcelona and also at the International Broadcasters Conference in Amsterdam. Ken was born, raised and educated in New England, USA (NH and Maine mostly) and has settled in the UK "for the time being" (33 years so far!). www.webmobility.eu

Paul Surin, Head of Built Environment, Wienerberger

Paul, who joined Wienerberger in May 2014, has an extensive knowledge of sustainability strategies & issues, construction design & advice (RESIDENTIAL/MULTI-COMPLEX RESIDENTIAL AND COMMERCIAL), BIM & Digitalization, modern methods of constructions, manufacturing processes, renewable energy technologies & energy performance of existing and new dwellings as well as planning regulations, alongside an impressive tally of industry qualifications and accreditations, including full membership and chartered incorporated engineer of the Institute of Engineering and Technology, a BSc (Eng) in mechanical and electronics engineering and an Eco-Building Design Postgraduate Diploma. Paul is also a BREEAM Accredited Professional, BIM Level 2 Certified Practitioner, and a chartered member of the CIOB. Paul is Chairman of Construction Product Digitalization & BIM Task Group, a Vice Chairman of BIM4M2, a member of Built Environment at the IET, member of B/555 and technical expert for CEN/TC 442 Working Groups 3 and 4. www.wienerberger.co.uk

Layton Reid, Head of School of Architecture, Ravensbourne

Biography unavailable at time of print. www.ravensbourne.ac.uk

Ali Nicholl, Iotic Labs

Focused on communication and engagement working across Iotic Labs' clients and projects, Ali is passionate about enabling and empowering individuals and organisations to experience and exploit the IoT economy. He is focused on collaboration within and amongst communities and the co-creation of transformative services and solutions, bringing disparate organisations together to share data and knowledge to create solutions through community design. He supports individuals and organisations through the flexible design process to generate prototypes swiftly that prove out bottom-up solutions, ongoing revenue generation and new business models and capabilities. iotic-labs.com

Jack Howard, Content Creators, Surround Vision

Jack joined Surround Vision as a cameraman and visual effects specialist. After learning the ins and outs of 360 production, he is now looking for ways to continuously improve the quality of Surround Vision films. With a background in cinematography, he always looks to add cinematic quality to the 360 films he makes adapted to this completely new form of storytelling. Having recently returned from Thailand filming elephants he is about to travel to New Zealand to assist on a shoot for Sky. surroundvision.co.uk

Lewis Ball, Content Creators, Surround Vision

Lewis is a highly experienced VR Director/Producer - having started his filmmaking career making traditional content, he joined Surround Vision to strive to push the boundaries of storytelling in the medium of VR. His extensive knowledge of VR production and post production techniques have helped create a wide range of diverse projects; from documentaries to sport and promotional content. Committed to realism in VR, Lewis's work has taken him around the globe - from Icelandic landscapes to Thai jungles - his innovation and creativity have contributed to numerous productions for high profile clients such as Samsung and Sky. surroundvision.co.uk

Erfan Saadati, Content Creators, Surround Vision

Erfan Saadati is one of a few VR filmmakers who began his career straight into 360° video production, starting in 2010 working as a Camera Operator/Editor. Now an award winning VR Director/Producer, Erfan's been involved in shooting documentary and drama with Surround Vision for the last six years and has gained extensive knowledge of VR production and post-production techniques. Originating from a film school background, he's worked on numerous productions for high profile clients, including United Nations, Royal Opera House and The Guardian. In 2016 Erfan produced a VR expose on the Refugee Crisis with National Theatre which recently won Best Director and a jury prize for Journalistic Achievement at SIMA2017, a documentary about FGM for Plan International UK and was part of the team for BBC Earth's new VR Series developed in partnership with Oculus. Erfan began 2017 directing a series of Premier League experiences for Sky. surroundvision.co.uk

Richard Mills, Tech Director, Imaginary Pictures/Sky VR Labs

Richard has 30 years' experience and a proven track record in creating high-end imaging solutions for the film and broadcast industries. He has held senior technical and management posts with companies such as MOLINARE, VISIONS and Onsite, and has award-winning experience of Shoot, Post and VFX Supervision. At Sky UK as Technical Director, Richard has been responsible for setting Technical Standards, best practice and devising workflows for 360 and VR content. He has worked extensively to integrate 360 content within a Broadcast framework. An early proponent of VR, Richard has undertaken productions across multiple genres from Action to Drama. Awards include a Hollywood AIS Lumiere for high-resolution VR camera design. www.imaginarypictures.co.uk

Carl Smith, Director Learning Technology Research Centre, Ravensbourne

Carl H Smith is Director of the Learning Technology Research Centre (LTRC) and Principal Research Fellow at Ravensbourne. His background is in Computer Science and Architecture. He is an academic and developer with over 15 years experience conducting R+D into the application of hybrid technologies for perceptual and cognitive transformation. He is currently working on 4 EU projects including the newly funded Horizon 2020 project '[WEKIT] Wearable Experience for Knowledge Intensive Training' which will use the latest in wearable and motion tracking technology to create 'wearable experience' – an entirely new form of media. He has also worked on a number of large-scale FP7 and Leonardo Life Long Learning European projects. His research interests include Embodied Cognition, Spatial Literacy, Perceptual Technology and Human Centric Methodologies and Pedagogies. He specialises in using hybrid reality methodologies and visualization techniques to produce augmented spaces for the generation and transformation of learning. His earlier research involved the investigation of these augmented forms of learning from the point of view of their units of construction - to see across the whole range of constituent parts, schemas and key narratives involved in their successful design and development. He has previously worked at the Computing departments at London Metropolitan University, Glasgow and Sheffield University. The Learning Technology Research Centre (LTRC) conducts design research into the application of information and communication technologies to augment, support and transform cognition. www.ravensbourne.ac.uk