

















WELCOME TO SEASON FIVE OF VR FEST® featuring three days of top rated VR/AR/MR/XR programming in Las Vegas from January 8th to 11th, 2019.

VR FEST PROGRAMS FOR 2019
THE VR LOUNGE @ OMNIA NIGHTCLUB
VR FEST E-SPORTS @ PLANET 13
THE VR FEST EXPO @ PLANET 13
VR ACADEMY PANELS @ PLANET 13
EXTREME TECH CHALLENGE @ VENETIAN
VR FEST/ XTC CHARITY DINNER @ HARD ROCK
PLATFORMA VR SNEAK PREVIEW @ BALLY'S
THE VR ARCADE @ HAKKASAN NIGHTCLUB



YOU MUST BE 21 or OLDER with valid ID to enter all VR FEST events.

TUES, JANUARY 8th - @ Caesars Palace
10pm to 4am: VR Lounge @ Omnia Nightclub featuring Zedd

WEDNESDAY, JANUARY 9th - @ Planet 13 + Hard Rock
11am to 8pm: The VR Academy Panels and Workshops @ Planet 13\*
11am to 8pm: The VR Fest Expo @ Planet 13\*
7:30pm to 10pm: The XTC Charity Dinner @Hard Rock (Requires Ticket)

THURSDAY, JANUARY 10th @ Planet 13 + Venetian + Bally's + MGM
11am to 2pm: The VR Academy Panels and Workshops @ Planet 13\*
11am to 8pm: The VR Fest Expo @ Planet 13\*
3pm to 8pm: VR E-Sports Tournament : Virtual Soccer Zone @ Planet 13\*
1pm to 3pm: XTC Semi Finals @ The Venetian
5pm to 10pm: PlatformaVR Sneak Preview @ Bally's
10pm to 4am: The VR Arcade @ Hakkasan Nightclub

KEEP OUT OF REACH OF CHILDREN. FOR USE BY ADULTS 21 YEARS OF AGE OR OLDER.

DATES, TIMES AND LOCATIONS ARE SUBJECT TO CHANGES

## OUR MISSION:

With support from our founding sponsors, VR Fest is dedicated to driving innovations in the immersive entertainment industry that perpetuate the art and science of the medium for both content creators and consumer audiences alike.



# planet 18

## THE VR FEST EXPO & SPEAKER SERIES JANUARY 9TH & 10TH @ 12PM TO 10PM

**PLANET 13 LAS VEGAS** 

YOU MUST BE 21 OR OLDER WITH VALID ID TO ENTER ALL VR FEST EVENTS. KEEP OUT OF REACH OF CHILDREN. FOR USE BY ADULTS 21 YEARS OF AGE OR OLDER.



VR FEST HEADQUARTERS
FRESH WATA STUDIO

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## OFFICIAL VENUES



XTC SEMI FINALS
JANUARY 10TH @ 1PM TO 3PM
BELLINI BALLROOM @ THE VENETIAN



VR FEST & XTC OPENING NIGHT
JANUARY 8TH @ 10PM TO 4AM
OMNIA NIGHTCLUB @ CAESARS PALACE



PLATFORMA VR SNEAK PREVIEW
JANUARY 10TH @ 5PM TO 10PM
AVENUE SHOPS @ BALLY'S LAS VEGAS



VR FEST & XTC CLOSING NIGHT JANUARY 10TH @ 10:00PM TO 4AM HAKKASAN NIGHTCLUB @ MGM GRAND



VR FEST/XTC CHARITY DINNER
JANUARY 10TH @ 7:30PM TO 10PM
35 @ HARD ROCK HOTEL

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## THE #1 NIGHTTIME TECHNOLOGY EVENT ON THE LAS VEGAS STRIP





EXPERIENCE MODAL AT VR FEST 2019



GET TICKETS www.VRFEST.org

THE VR ARCADE FEATURING MODAL VR

JANUARY 9TH & 10TH FROM 11AM TO 8PM @ PLANET 13\*





YOU MUST BE 21 OR OLDER WITH VALID ID TO ENTER ALL VR FEST EVENTS. KEEP OUT OF REACH OF CHILDREN. FOR USE BY ADULTS 21 YEARS OF AGE OR OLDER.

JOIN US FOR THE DEBUT OF THE NEWEST VR ATTRACTION ON THE LAS VEGAS STRIP

LOCATED IN THE AVENUE SHOPS AT BALLY'S LAS VEGAS

Get Tickets: www.VRFEST.org



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# PlatformaVR

THURSDAY, JANUARY 10TH FROM 5PM TO 10PM @ BALLY'S



JOIN US FOR A
CHAMPAGNE TOAST
AND MULTI-PLAYER
VR GAME PLAY
PRESENTED BY
VEGAS VR &
PLATFORMA VR

RSVP AT: www.VRFEST.org

VegasVR

JOIN US FOR THE #1 XR TECH EVENT IN LAS VEGAS

Get Tickets: www.VRFEST.org



## VR E-SPORTS TOURNAMENT

THURSDAY, JANUARY 10TH FROM 3PM TO 8PM @ PLANET 13\*



Register to PLAY www.VRFEST.org









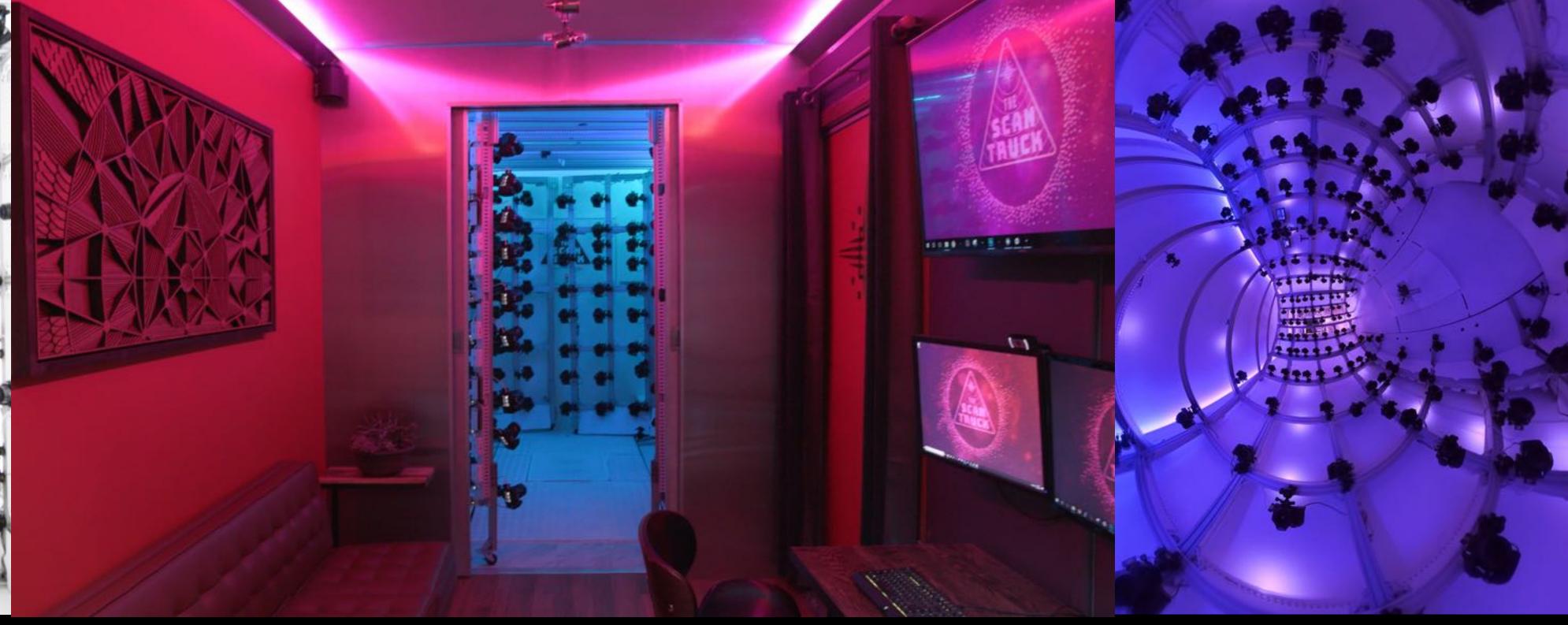
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## THE SCAN TRUCK

JANUARY 9TH & 10TH FROM 11AM TO 8PM @ PLANET 13\*

ENTER TO WIN A COMPLIMENTARY 3D SCAN FROM THE SCAN TRUCK AT VR FEST





YOU MUST BE 21 OR OLDER WITH VALID ID TO ENTER ALL VR FEST EVENTS. KEEP OUT OF REACH OF CHILDREN. FOR USE BY ADULTS 21 YEARS OF AGE OR OLDER.

# VRFEST ONLINE FILM & GAME COMPETITION

**WELCOME** to the 5th Annual VR Fest Online XR Film & Game Competition for 2019.

This contest is a free and OPEN TO THE PUBLIC competition where ANYONE from ANYWHERE can nominate THEMSELVES or OTHERS for ANY AWARD CATEGORY listed to the right. You can nominate as many people or projects as you would like, but you can only nominate them ONCE in a category.

#### **INSTRUCTIONS**

Please fill out the nomination form at <u>VRFEST.org</u> and click SUBMIT to complete your nomination. Each nomination you submit will require a new form.

#### **HOW IT WORKS**

The top nominees in each category will go before a public voting process which will determine the top two entrants in each category. The top two nominees in each category then go head to head into the judges round to compete for the title "Best of VR FEST 2019".

Winners will be announced live on stage at VR Fest in Las Vegas this January 8th to 11th, 2019.

Nominees compete for a chance to display their content at the Extreme Tech Challenge Finals on Sir Richard Branson's private island in 2019 plus a Global Distribution Contract. Additional prizes to be announced during the award presentation at VR FEST.

#### **GENERAL SUBMISSION RULES**

- This contest is free to enter and is open to anyone over the age of 18.
- All entrants must complete the Online Registration Form by November 15th, 2018.
- All submissions must use some form of XR technology in their delivery.
- XR viewing devices may vary to include all manufacturers.
- Once the Online Registration Form is complete, you will be contacted by an official programmer with further details about your placement in the competition.

#### **IMPORTANT DATES AND DEADLINES**

VR FEST Nomination Period Ends (November 15th) VR FEST Public Voting Period (December 15 to 31) VR FEST and XTC Semi Finals (January 8 to 11) XTC Finals Necker Island (April 2019)

500+ NOMINEES. 39 WINNERS.

**PRESENTED BY** 



ALIENWARE

#### **XR AWARD CATEGORIES**

#### **Live Action VR**

- Best Narrative Film or Short
- Best Music Video
- Best Commercial
- Best Documentary
- Best TV Project
- Best Sports Project
- Best Educational Project
- Best Non Profit or Social Cause
- Best Live Stream
- Best Experimental Project
- Best Virtual Travel Experience
- Best Real Estate Experience

#### **Animated VR**

- Best Narrative Animation
- Best Music Video
- Best Commercial
- Best Educational Project

#### XR Games (VR+AR+MR)

- Best Game for Cardboard
- Best Game for Mobile/All in One
- Best Game for Tethered HMD
- Location Based Entertainment
- Best VR E-Sports Platform

#### **General XR Awards**

- -Audience Award
- -Best use of XR Technology
- -Most Immersive VR Experience
- -Best Augmented Reality Experience
- -Best Mixed Reality Experience
- -Best Director
- -Best Cinematography
- -Extreme XR Challenge
- -Best Virtual World Platform
- -Best Social VR Platform
- -Best Interactive Hologram
- -Best 3D/LED Mapping Display
- -Best Volumetric Experience
- -Best LED Experience
- -Best 3D Body Scanner
- -Best Artificial Intelligence
- -Best AR Indoor Navigation
- -Best Haptic Feedback Solution

TRICIA COSTELLO FRESH WATA





WINNIE WONG PARTNER MANAGEMENT FOR EMERGING TECHNOLOGIES DELL







KATE MCCALLUM **VORTEX IMMERSION/ PGA PRODUCER** 

MARCUS KUEHNE XR STRATEGY LEAD AT AUDI



VR FEST JUDGES

SEASON FIVE JANUARY 8TH TO 11TH LAS VEGAS



**DULCE BAERGA DULCE.COM** 

**LOUISA SPRING** SAM-I **FOUNDER** 





NATHAN PETTYJOHN **VR/AR ASSOCIATION** PRESIDENT

**TED SCHILOWITZ PARAMOUNT PICTURES FUTURIST** 





**MARCIE JASTROW TECHNICOLOR SVP IMMERSIVE MEDIA** 

NANEA REEVES VR FEST FOUNDER CO-FOUNDER / CEO

CHRIS CRESCITELLI

## THE VR/AR ACADEMY PANELS

## WEDNESDAY, JANUARY 9TH (11am to 8pm)

THE VR ACADEMY SPEAKER PANELS VR FEST's VR/AR Academy Panels feature top industry speakers from the global immersive entertainment community.

**Date: Wednesday, January 9th** 

Time: 11am to 8pm

Location: Planet 13 Las Vegas\*\*Keep out of reach of children.

For use by adults 21 years of age or older.

Address: 2548 W Desert Inn Rd, Las Vegas, NV 89109

**Description:** VR FEST and Planet 13 \*are teaming up to host a series of VR/AR speaker panels that will debut at Planet 13's beautiful facility located one mile from the Las Vegas Strip.

PANEL SCHEDULE & LINE UP FOR WEDNESDAY, JANUARY 9th (11am to 8pm)

FIRESIDE CHAT: #1: Mixed Reality presented by MixCast

Time: 11:00am - 11:30am

**Speakers: Tarrnie Williams, Bob Cooney** 

PANEL #2: Women in VR/AR - Content is Queen

Time: 11:45am to 12:45pm **Moderator: Sandra Cannon** 

Speakers: Nikki Roth (Google), Dulce Baerga (Dulce.com), Leila Amirsadeghi (One Dome),

Samantha Wolfe (PitchFWD), Jenna Seiden (Beat Games)

FIRESIDE CHAT #3: Nolan Bushnell presented by Modal

Time: 1pm - 1:20pm

Moderator: Jenna Seiden (Beat Games) **Speaker: Nolan Bushnell (Modal)** 

FIRESIDE CHAT #4: Augmented Reality

Time: 1:30pm to 2pm

Moderator: Dulce Baerga (Dulce.com)

Speakers: Cathy Hackl (Magic Leap), Sahin Boydas (Leo AR), Rene Amador (ARwall), Matt Kulig (Aisle411), Ziggy Kormandel (Augmently)

**VRFEST** 

PANEL #5: Experiential Holograms Time: 2pm to 2:45pm

Moderator: Christina Heller (Metastage)

Speakers: Natascha French (VNTANA), Ronnie Lee (Holocryptics), David Nussbaum (Hologram USA), Eric Hungerford (Mousetrappe)

PANEL #6: Location Based Virtual Reality Entertainment #1

Time: 3pm to 3:45pm

Moderator: Joanna Popper (HP)

Speakers: Leif Petersen (Hologate), Jason Crawford (Modal), Pearly Chen (HTC Vive), Michael Festa (Survios), Sam Wang (SkyLimit

Entertainment), Aaron Pulkka (Two Bit Circus).

FIRESIDE CHAT #7: XR Med Tech: How Immersive Technology is Impacting the Healthcare Industry

Time: 4pm to 4:30pm

Moderator: Sandra Cannon (New Reality Labs)

Speakers: Shauna Heller (AiSolve), Chris Brickler (MyndVR), Nanea Reeves, (Tripp)

PANEL #8: Special Presentation: Virtual Microscopy in Cancer Research presented by PassmoreVR

Time: 4:40pm to 5pm

Speakers: Greg Passmore & Sabine Bredow (PassmoreVR)

PANEL #9: Special Presentation: Convergence: The Path Forward For Consumer VR

Time: 5pm to 5:20pm

Speaker: Charlie Fink (Author / Columnist)

FIRESIDE CHAT #10: Vive Focus and Viveport Arcade presented HTC Vive

Time: 5:30pm to 6:00pm

Speakers: Pearly Chen (HTC Vive)

**PANEL #11: Special Presentation: WebXR** 

Time: 6:05pm to 6:25pm

Speaker: Dulce Baerga (Dulce.com)

PANEL #12: Special Presentation presented by SVVR

Time: 6:30pm to 7pm

Speaker: Karl Krantz (SVVR)

PANEL #13: Closing Keynote presented by Studio Lightship

Time: 7pm to 7:30pm

Speaker: Brett Leonard (Co-Founder STUDIO LIGHTSHIP Producer/Director/Writer Futurist/VX Expert-Creator)

## THE VR/AR ACADEMY PANELS

## THURSDAY, JANUARY 10TH (11am to 2pm)

THE VR ACADEMY SPEAKER PANELS VR FEST's VR/AR Academy Panels feature top industry speakers from the global immersive entertainment community.

**Date:** Thursday, January 10th

Time: 11am to 2pm

Location: Planet 13 Las Vegas\*Keep out of reach of children. For

use by adults 21 years of age or older.

Address: 2548 W Desert Inn Rd, Las Vegas, NV 89109

**Description:** VR FEST and Planet 13 \*are teaming up to host a series of VR/AR speaker panels that will debut at Planet 13's beautiful facility located one mile from the Las Vegas Strip.





## PANEL SCHEDULE & LINE UP FOR THURSDAY, JANUARY 10th (11am to 2pm)

PANEL #14: Location Based Virtual Reality Entertainment #2

Time: 11:00am - 12pm **Moderator: Bob Cooney** 

Speakers: James Ram (WePlayVR), Tammy Brandt (Dreamscape Immersive), Phillip José Steinfatt (VR Nerds), Baba Uppal (Secret Location), Gregg Katano (Hologate), Doug Griffin (Nomadic), Dorothy Ferguson (Two Bit

Circus).

## PANEL #15: Virtual Reality Storytelling

Time: 12pm to 1pm

Moderator: Edward Button (Hollywood Rooftop VR)

Speakers: Brett Leonard (Studio Lightship), Jeff Olm (VFX Artist/Director), Edward Button (Hollywood Rooftop VR)

### PANEL #16: Virtual Reality E-Sports

Time: 1pm to 2pm

Moderator: Louisa Spring (Sam-i)

Speakers: Tim Shiner (Sam-i), Parzival Ninja (VR League),

Tyler Gates (Brightline Interactive), Dorothy Ferguson (Two Bit Circus)

## PANEL #17: XR Marketing & Business Strategies

Time: 2pm - 2:45pm

**Moderator: Amy Peck (Endeavor)** 

Speakers: Brooklyn Earick (CMO/Littlstar), BJ Schwartz (Vanishing Point Media), Julian Sarmiento (Iconic Engine/Digital Domain), Ray Mosco (General Immersive), Mike Swart (Whosay)





**NOLAN BUSHNELL CO-FOUNDER & CHAIRMAN OF MODAL** 





JASON CRAWFORD CEO / MODAL







**BRETT LEONARD CO-FOUNDER STUDIO LIGHTSHIP PRODUCER/** DIRECTOR/WRITER FUTURIST/VX EXPERT-CREATOR

TARRNIE WILLIAMS MIXCAST FOUNDER/CEO



VR FEST

**SAM WANG** SKYLIGHT ENTERTAINMENT

LOUISA SPRING **SAMI / VANTAGE POINT** FOUNDER



SEASON FIVE JANUARY 8TH TO 11TH LAS VEGAS



**JOANNA POPPER GLOBAL HEAD OF VIRTUAL REALITY FOR** LOCATION BASED ENTERTAINMENT AT HP

**JAMES RAM AISOLVE** 



PEARLY CHEN CHIEF OF STAFF TO CEO AND **VR/AR INVESTOR AT HTC** 





MICHAEL FESTA **DIRECTOR OF DISTRIBUTION SURVIOS** 

**DULCE BAERGA** DULCE.COM

MATTHEW KULIG CEO/AISLE411





JENNA SEIDEN **BEAT GAMES** 







**CHRISTINA HELLER CEO METASTAGE** 

**NATASCHA FRENCH VNTANA** 



VRFEST\*

**SEASON FIVE** LAS VEGAS



DOROTHY FERGUSON MARKETING DIRECTOR TWO BIT CIRCUS

**RENE AMADOR ARWALL** 



**JANUARY 8TH TO 11TH** 



SHAUNA HELLER AISOLVE / WEPLAYVR

**SAHIN BOYDAS** LEO AR





CHARLIE FINK AR/VR CONSULTANT, COLUMNIST, **SPEAKER AND AUTHOR** 

RONNIE LEE CEO/ HOLOCRYPTICS BABA UPPAL

**VICE PRESIDENT, STRATEGY & BUSINESS** DEVELOPMENT, SECRET LOCATION

GREG KATANO HOLOGATE





DAVID NUSSBAUM HOLOGRAM USA

TAMMY BRANDT DREAMSCAPE IMMERSIVE





ERIC HUNGERFORD MOUSETRAPPE

SABINE BREDOW PASSMOREVR



VASFEST SPFAKERS



PHILLIP JOSÉ STEINFATT CEO/ VR NERDS/ TOWER TAG

GREG PASSMORE PASSMOREVR



SEASON FIVE JANUARY 8TH TO 11TH LAS VEGAS



NANEA REEVES
TRIPP
CO-FOUNDER / CEO

AARON PULKKA TWO BIT CIRCUS



KARL KRANTZ SVVR



CATHY HACKL MAGIC LEAP

SAMANTHA G. WOLFE PITCH FWD

NIKKI ROTH SENIOR TECHNICAL ANIMATOR AT GOOGLE





CHRIS BRICKLER MYNDVR







ILYA KUZYUK CEO PLATFORMA VR

PAOLO WERBROUCK
DIRECTOR OF TECHNOLOGY
PLAYDIGITAL INNOVATION LAB AT IGT



VARFEST
SPEAKER

SEASON FIVE JANUARY 8TH TO 11TH LAS VEGAS



TIM SHINER
HEAD OF INNOVATION AT SAM IMMERSIVE

ROBERT WATTS LIGHT SAIL VR





PARZIVAL NINJA VR LEAGUE

JEFF OLM DIRECTOR/VFX ARTIST



DOUG GRIFFIN NOMADIC



LEILA AMIRSADEGHI ONE DOME



# OUR PARTNERS TAKE CENTER STAGE

## PROMOTE YOUR BRAND

VR FEST works closely with our partners to showcase their brand and to ensure optimal exposure in the marketplace.

## VR FEST enables our partners to CONNECT WITH THE COMMUNITY

through public speaking opportunities and live social media broadcasts which further promote brand loyalty.

## **INFORM YOUR AUDIENCE**

XR Magazine now offers print and online advertising for VR FEST partners as well as editorial consideration in our new monthly publication.

## VIP ACCESS!

Our partners and guests enjoy complimentary admission and expedited entry to all of our events including The VR Arcade @ Hakkasan Nightclub for the Official XTC/VR Fest After Party.



































HOLOGATE





## SPONSOR BENEFITS

## **EXHIBIT SPONSOR**

Exhibit sponsors are invited to showcase at all Official VR Fest event Venues. Space is limited and will be provided first come first serve.

## IN KIND PRODUCT DONATIONS AND AWARDS

Donate your product or service to the VR FEST Online Film & Game Competition Awards Program and reach a world of top influencers and taste makers from the immersive tech industry.

## INFORM YOUR AUDIENCE

VR FEST and XR Magazine now offer print and online advertising for VR FEST partners as well as editorial consideration in our new monthly publication. We also feature TV, Billboard and Social Media Marketing Opportunities.

## **VIP ACCESS**

Our partners and guests enjoy complimentary admission and expedited entry to all of our events including The VR Arcade @ Hakkasan Nightclub for the Official XTC/VR Fest After Party.

VR FEST AVAILABLE BENEFITS \* VR FEST allows our partners to custom craft their own package based on the options listed below.

- Ability to showcase branded content to be featured at all VR FEST event and touring locations.
- Logo/banner on XR Magazine and VR FEST website with updatable link.
- Year Round XR Magazine and VR FEST Social Media Post Package (details to be determined by partners).
- Your products or systems will be in full view with branded signage at the VR FEST EXPO, VR Academy Panels and VR Lounge.
- VR FEST will generate an event impression recap report for your brand.
- VR FEST will provide photo and/or video highlights from all events.
- VR FEST Media Alerts will be issued when applicable.
- VR FEST will provide brand mention in pre/post show email blasts and press releases.
- VR FEST will create an updatable advertisement in our Newsletter (15,000 subscribers).
- VR FEST will create and display any splash screen/product video content for showcase online and at our events.
- Inclusion in all printed materials, posters and invites.
- Opportunity to provide products for VR FEST filmmaker prize packages.
- Ability to create a game competition or hack-a-thon series of events within the VR FEST event platform or online.
- Complimentary VIP badges for your executives to all events.
- Opportunity to co-host networking events and receptions at all events.
- Opportunity to set up a special marketing area or booth at all events.
- Opportunity to become a speaker or moderator for the VR Academy Panels & Workshops.
- Ability to provide swag and gifts to Award Winners, VIP and Celebrity attendees.
- Ability to be the Official Partner of the VR FEST LAB in Las Vegas with onsite and online branding.
- Ability to host events and provide demos in the Lab for your clients (based on availability).

## \*CUSTOM BENEFITS AVAILABLE UPON REQUEST

