



## DAY ONE SCHEDULE



### Theater

- 10:00 AM Opening Remarks  
 10:25 AM Special Presentation from Mindshow  
 10:35 AM Expanding the VR Ecosystem  
 10:55 AM VR: Making it Real, Presented By Intel  
 11:25 AM Keynote Presentation  
 12:00 PM Expo Opens  
 12:15 PM Spatial Computing and Your Body, the Interface  
 1:15 PM Brand Stories in VR  
 2:15 PM Accelerating Your VR Applications with VRWorks, Presented by NVIDIA  
 3:15 PM VR Cameras A-Z, Presented by Radiant Images  
 4:15 PM Mixed Reality Light Fields Created with Octane and Unity  
 5:15 PM The Journey to Enterprise VR/AR Applications, Presented by Inhance.



### Theater

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ENGINE

- 12:30 PM The Data Handbook: How to Predict and Harness VR's Potential  
 1:30 PM VC & Early Stage Company Pitch Workshop/Q&A, Presented by Latham & Watkins  
 2:30 PM Colliding Worlds: How VR, AR, & MR Are Driving True Pipeline Convergence, Presented by Foundry  
 3:30 PM Bringing Together the Pieces of Wonder Buffalo: How Artistry and Technology Connect Users to Socially Aware Storytelling, Presented by Technicolor  
 4:30 PM Location-Based Entertainment  
 5:30 PM Shooting VR for Post, Presented by International Cinematographers Guild (ICG)



### Theater

- 12:00 PM The Martian: Examining Human Physical Judgments Across Virtual Gravity Fields  
 12:30 PM Multi-User Redirected Walking in Shared Physical Spaces  
 1:15 PM Using Mixed Reality Experiences to Positively Change Human Behavior  
 1:45 PM Towards the Creation of a 'Digital You' for Immersive Environments  
 2:30 PM A Perspective from the Long View: 35 Years in VR  
 3:45 PM Improving Augmented Reality Displays via Deformable Beamsplitters  
 4:15 PM Prism Aftereffects for Throwing with a Self-Avatar in an Immersive Virtual Environment  
 5:00 PM Notes on Virtual and Augmented Reality



## DAY TWO SCHEDULE



### Theater

- 10:00 AM Opening Remarks  
 10:25 AM Women in XR Announcement  
 10:35 AM Special Announcement from HP & Nvidia  
 11:35 AM Keynote Presentation  
 12:00 PM Expo Opens  
 12:15 PM Launching Successful VR and AR Games with Google  
 1:15 PM Mixed Reality: Stranger Things Have Happened  
 2:30 PM Gearing Up for VR, Presented by HP  
 3:30 PM VR Lessons from 10+ Years as an Executive Producer in Game Development  
 4:30 PM Inducing Emotional and Cognitive States in VR, Presented by Liminal VR  
 5:30 PM Intro to Exponential Thinking: Progress at the Edge of Possible



### Theater

UNREAL  
ENGINE

- 12:30 PM VR Game Development: Developer Diary, Presented by First Contact, HTC, and Dell  
 1:30 PM Robo Recall: An Epic Journey in VR, Presented by Unreal Engine  
 2:30 PM VR & Immersive Content - Insight & Debate from World Leading Creators, Presented By Blend Media  
 3:30 PM VR and the Evolution of Entertainment  
 4:30 PM From VFX to VR: How to Transition, Presented by Cinefex  
 5:30 PM How VR Entertainment Will Finally Take Off, Presented by Inception VR  
 6:00 PM Immersive Audio for VR Workflow, Presented by DTS



### Theater

- 2:15 PM Bringing Education Intelligence to the Virtual World  
 3:00 PM The Challenge of Bringing the Wide FOV to Life

## WIN VR GEAR!



- 1 Share a picture of the expo on Twitter, Facebook, or Instagram.
- 2 Tag #VRLA2017 and @vrlosangeles.
- 3 Visit VRLA Merch Booth (103) to enter raffle.
- 4 Winners will be announced at 4:00 pm on Friday and Saturday!

### Prizes you can win:

- G-DRIVE slim SSD USB-C 1TB drive
- G-DRIVE ev RaW SSD 1TB harddrive
- G-DRIVE 2TB drive
- G-DRIVE with Thunderbolt 3TB drive
- Subpac
- Samsung Gear VR with Galaxy S7
- HTC Vive
- CyberPowerPC

\* Winning participants must pick up their prizes by visiting the VRLA Merch Booth (#103). Prize supplies are limited and will be awarded on a first come basis.

VRLA



**VRLA  
EXPO  
2017**



## **EXHIBITORS**

|                  |       |                        |     |                          |         |
|------------------|-------|------------------------|-----|--------------------------|---------|
| 360domepro       | 560   | IEEE VR                | 100 | Secret Location          | 452     |
| 361VR            | e31   | Imagineer Systems      | e63 | Seek                     | e55     |
| 3D Live          | 703   | IMEX Media             | 821 | Show My Property         | e52     |
| 3dSunshine       | f33   | Infinadeck             | 335 | Sidekick VR              | e3      |
| 3rd Eye Studios  | e24   | Infilm 360VR           | e21 | Sketchbox                | e62     |
| 5DVR             | f24   | INGENIOUS VR           | e43 | Slipgate                 | f31     |
| ADA Technology   | 535   | Inhance                | 133 | Solus Games              | e68     |
| Alcacruz         | 901   | Ireal                  | e61 | SoundSpace DJ            | e7      |
| All These Worlds | e34   | Intel                  | 442 | Space Flags              | e54     |
| Animate Objects  | 115   | Invar Studios          | 431 | Specular Theory          | e19     |
| Antiflatency     | 835   | IR Architects          | 137 | Starbreeze Studios       |         |
| Apelab           | 644   | Jolt VR                | e23 | Jobs                     | f17     |
| AR Wall          | f25   | JYC VR                 | e65 | StarVR                   | 302     |
| Axis Images      | e29   | Kilograph              | f15 | Statespace               | e20     |
| Axum Graphics    | f16   | Kite and Lightning     | 324 | Stimuli VR               | 526     |
| BCII             | f29   | Kodak                  | 536 | StoryUp                  | e26     |
| Big Red Button   | e66   | Kuula                  | e49 | Studio Kwo               | e2      |
| BioflightVR      | e40   | Leap Motion            | 632 | Studio Transcendent      | f27     |
| Blend Media      | 634   | Level Up               | 212 | Sumo                     | f28     |
| Breachgate       | e5    | Light Sail VR          | f35 | Super Architects         | f26     |
| Brink VR         | e32   | Liminal VR             | 113 | Taction                  | e9      |
| Business Mouse   |       | Lucid VR               | e67 | Team Panoptes            | e48     |
| Studios          | e4    | Mage Artist Studios    | e56 | Technicolor              | 801     |
| Chornobyl360     | e64   | Magnopus               | f13 | Tender Claws             | e18     |
| Chronos VR       | e11   | Matt Thompson          |     | Teradek                  | 125     |
| Cinefex          | 135   | Immersive              | e28 | The Virtual Reality Girl | e30     |
| Cinehackers      | e22   | meLeap                 | 403 | TigerLily Retro          | 105     |
| Codon VR         | e58   | Merge VR               | f10 | Transported              | e6      |
| CognitiveVR      | f7    | Microdose              | 560 | Ultrahaptics             | 524     |
| Construct Studio | e50   | Midas Touch Games      | 545 | Underminer Studios       | e44     |
| Cosmic Pictures  | e41   | Mindride               | 729 | Unity                    | 612     |
| CyberPowerPC     | 153 A | Mindshow               | 314 | Unreal Engine            | 330     |
| DEFROST          | e33   | Mogura VR              | 600 | Upload VR                | c4      |
| Digital Precept  | e60   | Mr. Cardboard          | f23 | Verge of Brilliance      | e47     |
| Dyonics          | 236   | MSI                    | 829 | Vertebrae                | 131     |
| Mixed Reality    |       | ObserVR                | e17 | Vertecx                  | 153 B   |
| Easter Egg Hunt  | 843   | Oculus                 | 361 | Vetor Zero               | c3      |
| Edwon            | e14   | Omega                  | e57 | Virsix                   | e0 & e1 |
| Elixir VR        | 534   | One Third Blue         | e27 | Visbit                   | 753     |
| Evara VR         | e37   | Ossic                  | 626 | Visionary Art Zone       | 161     |
| Evox             | 752   | Otoy                   | 427 | Vissonics                | f12     |
| Exit Reality     | 700   | Out of Frame VR        | f30 | VR Audio Designs         | 117     |
| Experience 360°  | f9    | Overrun Games          | e36 | VR Playhouse             | 433     |
| Facebook         | c1    | Paracosma              | f11 | VRGen                    | e39     |
| Faceware         | 624   | Parallel Mind          | e53 | VRLA Merch               | 103     |
| Fluidcast        | f8    | Patcha's Pajamas       | e35 | VRoom Cam                | e15     |
| Formate          | f18   | PETA                   | e12 | VRScout                  | 735     |
| G-Technology     | 253   | Phasespace             | 552 | VRTUALITY                | 721     |
| G'Audio Lab      | 145   | PiMAX                  | e59 | VRX                      | e46     |
| Gadget-Bot       | 139   | Pixvana                | 216 | VSCRRL                   | f14     |
| Game Cooks       | e45   | Prosper VR             | 234 | VSKULL                   | F20     |
| Get Virtual      | e8    | Pseudoscience Pictures | f32 | Well Told                |         |
| GimbalGuru       | f36   | Racket: NX             | 100 | Entertainment            | e16     |
| Google           | 630   | Radiant Images         | 713 | Whirlwind VR             | e10     |
| Here Be Dragons  | 628   | Rank 17                | 344 | White Elk Studios        | e13     |
| Hollywood Asylum | e38   | RE'FLEKT               | 214 | WonderMatrix VR          | e51     |
| HTC              | 643   | Ricoh                  | 119 | XRez                     | f19     |
| Humaneyes        | 652   | RLTY CHK               | f34 | XSENS                    | 525     |
| Hype VR          | f21   | Robot Prayers          | e25 | Yode                     | f22     |
| Hyperkin         | 111   | Rochester Optical      | 429 |                          |         |
| iGandy Camera    | e42   | Samurai                | 222 |                          |         |

