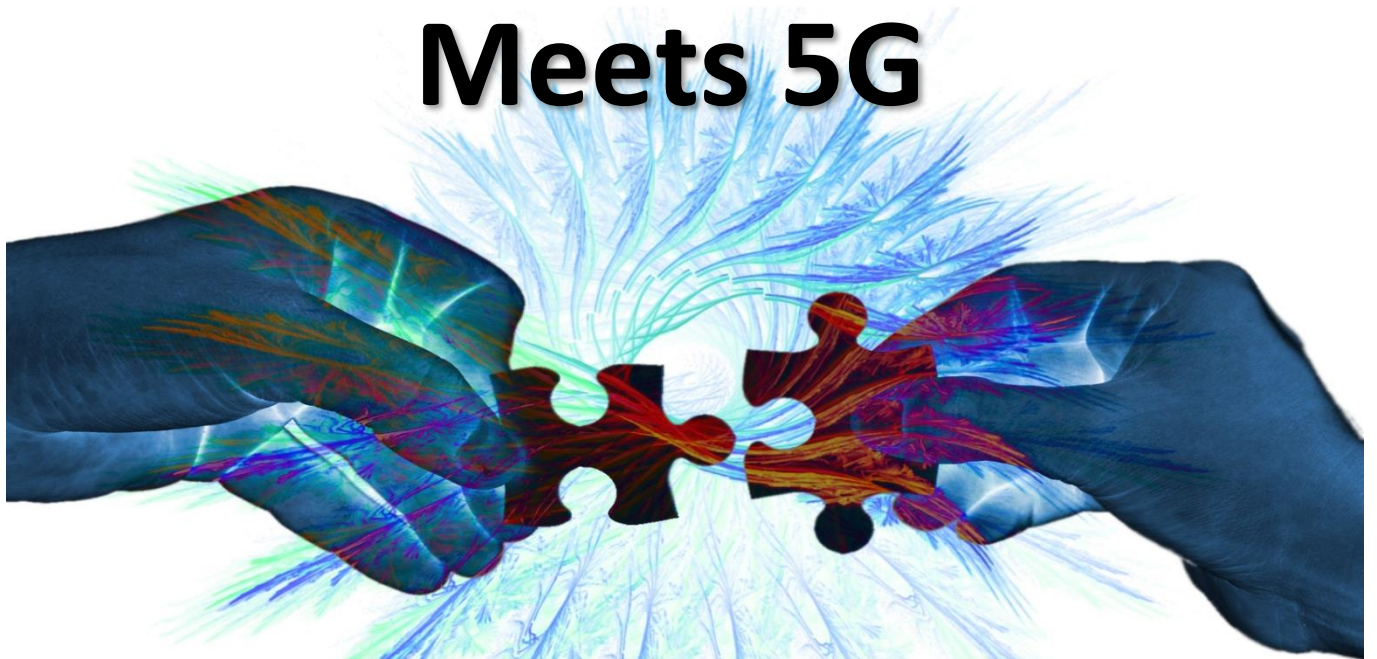




3GPP, VR-IF & AIS Present

The 2nd Workshop on VR Ecosystems and Standards

Immersive Media Meets 5G



15-16 April 2019

Sony Studios, Culver City, CA, US

Day 1 – Monday 15 April

Time	Subject	Speaker	Affiliation	Title
09:00	Walk-in and Registrations			
09:30	Welcome Address	Don Eklund	Sony Pictures Entertainment	CTO
09:35	Setting the Scene	Organizers		
09:55	Session 1: Hardware Ecosystem	Gilles Teniou	3GPP	
	How 5G enables new Extended Realities	Martin Renschler	Qualcomm	Senior Director Technology
	Needs of Scalable AR/VR at the Mobile Edge	Gregory Jones	NVIDIA	Global Manager of Business Development for AR/VR at NVIDIA
10:50	Break (no demos)			
11:20	XR and cloud gaming over 5G – happening now	Jan Söderström	Ericsson	VP and Head of Technology Office Silicon Valley at Ericsson
	Distributing AR & VR Compute in a 5G World	Jeff Solari	Intel	AR/VR Planner, Intel Client Computing Group
	Discussion			
	The CHALLENGE: Seeking the Pokémon Go of the 5G era	Ferhan Özkan	XR First	CEO
	Demo Pitches			
12:50	Lunch with demos			
13:50	AIS Keynote	Gary Radburn	AIS; Dell	Vice Chairman, VR/AR at AIS
14:15	Session 2: Standards Ecosystem	Frédéric Gabin	3GPP	
	VR Achievements and ongoing developments on XR over 5G	Gilles Teniou	3GPP/Orange	Vice Chair, SA4
	MPEG-I: I is for “Immersive”	Rob Koenen	MPEG/Tiledmedia	CBO Tiledmedia
	Point Cloud Compression: MPEG’s First Standard for Immersive Media	Danillo Graziosi	MPEG/Sony US	Manager of Next-Generation Codec
	Standardizing XR: How OpenXR Will Simplify XR Hardware and Software Development	Brent Insko	Khronos/Intel	OpenXR Chair
15:40	Break with demos			
16:25	VR360 and beyond	Paul Higgs	VRIF/Huawei	President VRIF
	ETSI ISG Augmented Reality Framework: Activities Overview and Outlook	Ludovic Noblet	ETSI AR Framework b<>com	Chari ETSI AR Framework
	The activities of GSMA on 5G and Cloud AR/VR	Jyrki Penttinen	GSMA	Technology Manager GSMA
17:40	Discussion			
	Closing Remarks Day 1			
18:00	Networking Drinks & Demos			
20:00	End Day 1			

Day 2 – Tuesday 16 April

Time	Subject	Speaker	Affiliation	Title
09:00	Welcome; Day 1 Recap			
09:10	A Sneak Peek	Mauricio Aracena	Ericsson	Media Standards Manager
09:15	Keynote Sony Pictures Entertainment	Scot Barbour	Sony Studios	V.P. Production & Innovation at Innovation Studios
09:40	Session 3 - Service Providers & Operators	Thomas Stockhammer	3GPP	
	Key XR Projects to Pave the Way for 5G (duo presentation)	Morgan Bouchet	Orange	Director Digital Content & Innovation – Head of XR
		Armen Filipetyan	Iconic Engine	CTO
	KPN's perspective on future communication & 5G	Simon Gunkel	KPN	R&D Scientist
10:40	Break with Demos			
11:20	Revolutionizing XR Experiences with the Power of the Edge	Rolf Muralt	MobiledgeX	VP of Product Management
	Cable Ready for Immersive Media with 10G	Arianne Hinds	Cablelabs	Principal Architect, Immersive Media Strategy
	Discussion			
12:30	Lunch with demos			
13:30	Keynote: What Exactly Is the AR Cloud and Why Should We Care?	Amy Peck	EndeavorVR	CEO
13:55	Session 4 -- Content Providers	Rob Koenen	VRIF	
	Monetizing XR in an Emerging Market and How 5G Will Make It Happen	Alethea Avramis	Atlas V	Immersive Content Director and Producer, VR/AR/XR
	4D + 5G = The Future of Reality	Tim Porter	Underminer Studios	CTO
	Liberating Virtual Human Experience with 5G	Christina Heller	Metastage	CEO
15:15	Break (no demos)			
15:45	<i>Talk Title to be announced</i>	Serhad Doken	Verizon	Executive, Technology Incubation & Innovation, 5G Ecosystems
	5G Volumetric Streaming	Esta Chiang	8i	
	A peek behind the curtain of cinematic VR content production and delivery	Sebastian Sylwan	Felix & Paul Studios	CTO
17:00	Discussion			
17:20	Conclusions			
17:35	Workshop Ends			

Reception Host

Location Host

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Demonstrations by:

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