

Virtual Reality, Internet of Things, and Artificial Intelligence
Focused Panels

<u>Home, Sweet Home: The Health Hub of the Future</u>	
<p><i>Friday, March 11</i> 3:30PM - 4:30PM</p> <p><i>JW Marriott</i> Room 201-202 110 E 2nd St</p>	<p>IAB Member Company Speaker: David Rhew MD, Chief Medical Officer & Head of Healthcare & Fitness, Samsung (with GBBN Architects and Motion Picture & Television Fund)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. How are technology and great design bringing healthcare into the home? 2. What steps must we take to make the home your new medical center, and how will home healthcare look within the next decade and beyond? 3. How will the health home of the future address challenges such as aging Boomers, chronic disease, and demands for better healthcare experiences?
<u>Testing Your (Artificial) Intelligence</u>	
<p><i>Sunday, March 13</i> 11:00AM - 12:00PM</p> <p><i>Austin Convention Center</i> Room 8ABC 531 E 4th St</p>	<p>IAB Member Company Speaker: Alex LeBrun, Head of WIT.AI at Facebook (with Kasisto, Tempo.AI, SRI International)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. How has artificial intelligence progressed in one year? 2. What are the biggest misconceptions of AI? 3. What unexpected industries do you expect to incorporate AI into their strategies next?
<u>Can AI Systems Really “Think”?</u>	
<p><i>Monday, March 14</i> 11:00AM - 12:00PM</p> <p><i>Austin Convention Center</i> Room 6AB 531 E 4th St</p>	<p>IAB Member Company Speakers: John Markoff, Sr. Writer Science Section, The New York Times (with Viv Labs, Allen Institute for Artificial Intelligence and Affectiva)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. How is Deep Learning being applied in the field today? How is it best used, and what are its weaknesses? 2. What is Deep Reasoning? How does it differ, technically, from Deep Learning? 3. If artificial intelligence was a baseball game, what inning are we in and why? What’s next, and how long will it take to get there?

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<u>Ultimate Empathy Machine: 360 Storytelling in VR</u>	
<p><i>Monday, March 14</i> <i>2:00PM - 3:00PM</i></p> <p><i>Austin Convention Center</i> <i>Room 9ABC</i> <i>531 E 4th St</i></p>	<p>IAB Member Company Speakers: Andrey Doronichev, Product Manager for VR Apps, Google (with SubVRsive and GoPro)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. I'm a professional used to working in "x". How can I transition into 360 VR storytelling? 2. What are some of the current technologies being used to capture and create these 360 stories for VR? 3. What can we expect to see in the future for storytellers working with 360 video as it relates to the rest of the VR industry?
<u>There's a Gadget for That: Are We on IoT Overload?</u>	
<p><i>Monday, March 14</i> <i>3:30PM - 4:30PM</i></p> <p><i>Austin Convention Center</i> <i>Room 6AB</i> <i>531 E 4th St</i></p>	<p>IAB Member Company Speaker: Mark Spates, Product, Google and Stacy Higginbotham, Sr. Editor, Fortune (with SKyBell and Nest Labs)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. What does the future of the IoT landscape and smart home technology look like? 2. Which IoT devices provide real value, and how many are part of the Internet of Useless Things? 3. How will smart home devices continue to bring consumers real value and fall under the "need to have" bucket?
<u>Virtual Reality: From Empathy to Action</u>	
<p><i>Tuesday, March 15</i> <i>9:30AM - 10:30AM</i></p> <p><i>JW Marriott Salon C</i> <i>110 E 2nd St</i></p>	<p>IAB Member Company Speaker: Allison Arden, VP & Publisher, Advertising Age (with Clinton Global Initiative, Felix & Paul, Matter Unlimited)</p> <p>This panel will cover: We will feature Inside Impact: East Africa. This film takes you on a journey with President Clinton and the Clinton Global Initiative for an unforgettable first-hand look at their efforts in action in Kenya and Tanzania. In our session, speakers will talk about creating VR film pieces with the power to move people in a memorable, lasting way. Panelists will share their views on where the industry is going and what that means for the future of cinema to create impact.</p>
<u>Taking it to the Streets: Digital Gets Physical</u>	
<p><i>Tuesday, March 15</i> <i>11:00AM - 12:00PM</i></p> <p><i>Austin Convention Center</i> <i>Room 6AB</i> <i>531 E 4th St</i></p>	<p>IAB Member Company Speaker: John Moon, Director of Data Strategy, Annalect (with Intersection and IPG Media Lab)</p> <p>Questions this panel will address:</p> <ol style="list-style-type: none"> 1. What are some of the emerging real-world digital platforms out there? 2. What are the opportunities for brands and how will they be any different than web and mobile? 3. What type of data is available that's not possible on web or mobile?

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<u>Is Your Fridge Judging You? Tales from the IoT</u>	
<p><i>Tuesday, March 15</i> <i>12:30PM - 1:30PM</i></p> <p><i>Parkside</i> <i>Parkside Upstairs</i> <i>301 E 6th St</i></p>	<p>IAB Member Company Speakers: Mary Brown, Dr. Dir. Government Affairs, Cisco and Brian Fung, Technology Reporter, The Washington Post (with Stanford University and Mercatus Center at George Mason University)</p> <p>This panel will address: The Internet of Things (IoT) is a hot topic, will be a key driver of consumer electronics innovations and has enormous implications across every sector of our economy. We're on the cusp of turning everything "smart" -- from our homes to our street corners -- but how do we build a market that supports innovation while still protects your right to privacy? This panel will discuss the challenges and opportunities of these technologies and what policymakers need to know.</p>
<u>Virtual Reality: Is it the Ultimate Brain Hack?</u>	
<p><i>Wednesday, March 16</i> <i>3:30PM - 4:30PM</i></p> <p><i>Hilton Austin</i> <i>Downtown</i> <i>Salon B</i> <i>500 E 4th St</i></p>	<p>IAB Member Company Speaker: Daniel Terdiman, Sr. Writer, Fast Company (with Jaunt, Emblematic Group, and Stanford University)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none">1. Why exactly does this new medium intensify our emotions?2. How does the context of a consumer's viewing experience affect how we interpret the content?3. How are creatives connecting the dots to set this new medium apart from others we've experienced to date?