HKTDC
Hong Kong Electronics Fair (Spring Edition)
香港春季電子產品展
13-16 / 4 / 2017

ufi
Approved
International
Event

2017 Tech Trends Symposium – "VR, AR, MR"
2017 科技前瞻研討會——「虛擬、擴增、混合現實」

Date 日期	:	14 / 4 / 2017 (Friday 星期五)
Time 時間	:	3:30pm – 5:30pm
Venue 地點	:	Seminar Room, Halls 5F-G, Level 5, HKCEC 香港會議展覽中心 5/F 展覽廳 5FG 研討室
Languages 語言	:	English with Simultaneous Interpretation in Putonghua 英語（附設普通話即時傳譯服務）
Remarks 備註	:	Free Admission 費用全免

PROGRAMME 程序表

Time 時間	Programme 程序
3:15pm-3:30pm	**Registration 登記**
3:30pm-3:50pm	**Topic: Intel Solutions for VR** **專題演講：英特爾虛擬現實 (VR) 解決方案** **Speaker 演講嘉賓:** Mr Cao Ou, Marketing Manager, Intel 英特爾客戶與技術市場經理歐操先生
3:50pm-4:05pm	**Topic: What's so Special about VR?** **專題演講：VR 為何如此特別？** **Speaker 演講嘉賓:** Mr George Wong, Managing Director, IOIO Creative; and HKICT Awards 2016: Best Digital Entertainment Winner 2016 香港資訊及通訊科技獎：最佳數碼娛樂獎得獎單位十下創作共同創辦人黃庭堅先生
4:05pm-4:25pm	**Topic: Scumbag Brain: The Science of VR** **專題演講：神奇的大腦：VR 與科技** **Speaker 演講嘉賓:** Mr Marek Marchlewicz, Evangelist, Unity Technologies China Unity 大中華區技術經理馬瑞先生
4:25pm-4:45pm	**Topic: The Emergence of VR in our Work, Life and Future** **專題演講：進佔工作、生命、未來的 VR** **Speaker 演講嘉賓:** Mr Lionel Chok, Creative Technologist, iMMERSiVELY; Features Contributor in VR for Forbes Asia iMMERSiVELY 首席創意科技師、《福布斯亞洲》VR 特稿作家
4:45pm-5:05pm	**Topic: The Making of Theatrical VR Experience** **專題演講：影院般的 VR 體驗製作** **Speaker 演講嘉賓:** Mr Philippe Gerard, Business Development Director, JetOne Motion (Hong Kong) JetOne Motion (香港)業務發展總監 Philippe Gerard 先生
5:05pm-5:30pm	**Q&A Session 答問環節**
5:30pm-6pm	**Lucky Draw Session 抽獎環節** **Prizes:** HKCEC Dining Coupon (HKD100) **獎品:** 香港會議展覽中心餐飲券 (港幣 100 元正) *Remarks: Participants of this seminar, by presenting valid visitor badges at the reception counter outside the seminar room, will receive a lucky draw ticket to join the lucky draw session at the end of the seminar. For terms and conditions, please refer to the back of the lucky draw ticket.* *備注: 研討會參與者，可憑有效之訪客證件，於研討室門外之招待處獲得抽獎券乙張，參與此抽獎環節。詳情請參閱抽獎券背面之細則。*

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

ABOUT THE SPEAKERS 講者簡介

Mr Cao Ou, Marketing Manager, Intel
英特爾客戶與技術市場經理歐操先生

Cao Ou is Marketing Manager for Intel technologies and solutions for client computing devices. Cao has over a decade of international experience in the Information-Communication-Technology (ICT) industry, and previously worked for Qualcomm on Bluetooth protocol standardization and implementation, as well as project management for smartphone reference designs.

歐操先生在信息、通信和技術（ICT）領域具有十餘年豐富的行業經驗，現於英特爾（Intel）公司擔任客戶端產品解決方案市場推廣經理職務，並曾在高通（Qualcomm）公司參與藍牙無線通信標準制定與實現，以及從事智能手機參考設計方案的項目管理等工作。

Speech content 演講內容:
To be provided

HKTDC
Hong Kong Electronics Fair (Spring Edition)
香港春季電子產品展
13-16 / 4 / 2017

ufi
Approved
International
Event

Mr George Wong, Managing Director, IOIO Creative; and HKICT Awards 2016: Best Digital Entertainment Winner
2016 香港資訊及通訊科技獎：最佳數碼娛樂獎得獎單位十下創作共同創辦人黃庭堅先生

George is a serial entrepreneur, founded several creative and business companies in IT sector in HK and US. He studied Journalism and Communication in The Chinese University of Hong kong and is trained as an all-rounded project manager in a Hollywood-based multimedia company after graduation. Being a highly self-motivated leader, he is the major contributor to the company's strategic and technological development. Not only oversee the planning and implementation of projects, he also creates and design experience for entertainment.

George 是創業家，接連於香港及美國創立了幾家資訊科技創意企業。他於香港中文大學就讀新聞與傳播學院，並在畢業後於一家以荷里活為總部的多媒體企業接受了培訓，成為了全面的項目經理。作為一個高度自我鞭策的領袖，他在策略及科技發展方面，對公司作出了主要貢獻。除了監管項目的策劃及實施外，他亦設計及創作娛樂經驗。

Speech content 演講內容:
The next decade is about experience and journey. We have travel experience, food experience, living experience, etc. Machines will replace 70% of the jobs in the future. The future is about entertainment. And technologies behind VR works shape our future world.

未來十年將會與經驗及旅程相關。我們有旅遊經驗、飲食經驗、生活經驗等等。將來機械將取代人類七成工作。未來將會屬於娛樂。VR 背後的科技將塑造我們的未來世界。

HKTDC
Hong Kong Electronics Fair (Spring Edition)
香港春季電子產品展
13-16 / 4 / 2017

ufi
Approved
International
Event

Mr Marek Marchlewicz, Evangelist, Unity Technologies China
Unity 大中華區技術經理馬瑞先生

Marek Marchlewicz is currently working as Product Evangelist for Unity Technologies. He is very passionate about bringing the latest game development technologies from Unity to developers. Throughout his career, he has worked for many companies such as Crytek and Dr. Panda. Marek is proficient with many areas of the Unity game engine. His main focus areas are mobile game and VR/AR development.

Marek Marchlewicz，中文名馬瑞，目前在 Unity 大中華區擔任技術經理，致力幫助中國開發者，了解 Unity 的最新技術和前沿信息。馬瑞在國內外擁有多年的遊戲開發經驗，曾任職於 Crytek、Dr. Panda 等遊戲公司，專注移動平台及 VR/AR 領域開發，精通遊戲引擎的架構及運用。

Speech content 演講內容:
Ever wonder why VR provides such a compelling experience? Are you curious what "Presence" is, on a physical level? Do you know why people get "motion sick" instead of just "motion aware"? This talk aims to discuss these very questions as we explore what is going on behind the scenes. Come discover how knowing more about the human body will help you develop better VR experiences.

想了解為何 VR 能帶來如此獨特的體驗嗎？想知道什麼是 "身臨其境" 嗎？明白為什麼人們會有 "暈動症" 而非僅僅是 "運動感知" 嗎？此次演講將探討 VR 困擾著人們的這些問題。深入了解人體內部機制，有助於更好地開發 VR 體驗。

Mr Lionel Chok, Creative Technologist, iMMERSiVELY; Features Contributor in VR for Forbes Asia
iMMERSiVELY 首席創意科技師、《福布斯亞洲》VR 特稿作家

Despite a somewhat advancing career path over the past 18 years in media, design, content and creatives, Lionel decided to venture into Virtual Reality after experimenting with the Oculus DK 1 back in 2013. Realising the potential behind this emerging technology, he decided to undertake formalised training and moved to London to pursue a postgraduate degree in this field. After completing several VR projects there and achieving distinction in his research studies, he returned to Singapore and immediately became a much sought after consultant and speaker in the fields of Virtual Reality.

In his current position as Creative Technologist for his startup, iMMERSiVELY (www.immersively.co) specialises in immersive media technologies, providing end to end solutions and applications across various industries in both media content production and interactive visual technologies. He was previously VR Showcase committee member for SIGGRAPH Asia, and is also currently a Features Contributor in VR for Forbes Asia.

儘管 Lionel 於過去 18 年在媒體、設計、技術和創意行業方面有著不俗的發展，當他在 2013 年首次接觸 Oculus DK1 後，便決定探索 VR 領域。Lionel 了解到這種新興技術的巨大潛力後，便決定搬到倫敦研讀相關研究學位。在完成了數個 VR 項目及獲得優秀評價後，Lionel 便回到新加坡，並立即成為了很受歡迎的 VR 顧問及講者。

Lionel 目前擔任其初創企業 iMMERSiVELY(www.immersively.co)的首席創意科技師，專注於沉浸式媒體技術，在媒體內容製作及互動視覺技術方面，提供跨行業的端到端解決和應用方案。Lionel 目前是 SIGGRAPH 亞洲 VR 展會的委員會成員，亦是《福布斯亞洲》VR 特稿作家。

Speech content 演講內容:
From the success behind the Kickstarter Campaign for Oculus, to its acquisition by Facebook for US$2 billion - Virtual Reality (VR) has propelled to become the latest, trending technology today that has taken mainstream attention by storm. From Marketing, Real Estate, Education to Travel and Tourism, Training and Simulation, VR has also brought a new dimension to gaming, content production and entertainment, innovating journalism, created new possibilities with Virtual Worlds, and even a new experience - that is Social VR.

Just what does one, or all of the above mean to you, your business and our future? What are some of the international case studies and how can we harness this emerging technology for our life and work. More importantly, how is VR developing currently and what is it going to look like in the foreseeable near future? Let's uncover all these and more - in this specialised track of: "The Emergence of VR in our work, life and future "

自 Oculus 於 Kickstarter 的眾籌項目獲得成功並被 Facebook 以 2 億美金收購以來，VR 已成為今日席捲主流目光的最新、最潮科技。從市場營銷、房地產、教育到旅遊、培訓及模擬，VR 為遊戲、內容製作及娛樂、新聞注入了創新元素及無限可能，甚至帶來了嶄新經驗─社交 VR。

這些改變對您、商業、未來有什麼意義？國際研究又如何引導我們利用這種冒升中的科技改變生活及工作？更重要的是，VR 目前的最新發展為何？在可預見的將來又會變得怎樣？讓我們在這「進佔工作、生命、未來的 VR」的演講環節中，一起揭示更多 VR 將來的發展。

HKTDC
Hong Kong Electronics Fair (Spring Edition)
香港春季電子產品展
13-16 / 4 / 2017

ufi
Approved
International
Event

Mr Philippe Gerard, Business Development Director, JetOne Motion (Hong Kong)
JetOne Motion (香港)業務發展總監 Philippe Gerard 先生

Philippe joined JetOne Motion in 2016 as Business Development Director and responsible for building virtual reality business in Europe. In addition, he is also engaged in creating original virtual reality content using advanced 360 filming techniques and CG/Animation tools.

Prior to joining JetOne Motion, he was the CEO of a French production company – 3DLIZED, and created more than 60 hours of 3D content in the last 6 years. He earned a Master Degree in Movie Directing and Electronic, MBA and a PHD in Computer Science and Image processing. Art comes first but to get the best of new format (3D, VR, AR, MR) it is important to master the technologies to reach more creative content. Philippe was a project officer at the French government and conducted more than 200 National research projects related to Cinema, Video, Virtual Reality, AR and Sound. Philippe has worked in 3D and VR for prestigious clients, such as David Guetta, Kamel Ouali, Kenzo, Dassault aviation, and Ripley's Believe or Not etc.

Received several awards internationally that included:
1. 3DKIFF South Korea, 2017
2. Siggraph Los Angeles, 2015
3. Festival Croisement Beijing, 2014
4. Laval Virtual Award, 2005

Philippe 於 2016 年加入 JetOne Motion，擔任業務發展總監，負責於歐洲建立 VR 業務。此外，他亦利用先進 360 拍攝技術及 CG 動畫工具，參與創作原創 VR 內容。

在加入 JetOne Motion 之前，他曾經是法國製作公司 3DLIZED 的首席執行官，在過去六年創作多於 60 小時的 3D 內容。他擁有電影指導和電子碩士學位、MBA，以及計算機科學與圖像處理博士學位。 藝術雖然有優先性，但為了掌握呈現這些創意內容的技術，掌握新格式（3D、VR、AR、MR）亦很重要。Philippe 亦擔任多個法國政府項目的主任，參與了 200 多項與電影、視頻、VR、AR 及聲音相關的國家研究項目。Philippe 曾為多位著名客戶製作 3D 及 VR 內容，例如 David Guetta、Kamel Ouali、Kenzo、達梭航太，以及 Ripley's Believe or Not 等。

Philippe 獲得多項國際大獎，包括：
1. 2017 韓國 3DKIFF
2. 2015 洛杉磯 Siggraph
3. 2014 北京 Festival Croisement
4. 2005 Laval Virtual Award

Speech content 演講內容:

ElevatorVR is the world's first VR content that combines CG/Animation and 360 video to create the most immersive and lifelike experience ever produced in the industry. We used professional casting with Hollywood grade makeup and costume to make the scenes as authentic as possible. Furthermore, the 360 video was shot on location in Eastern Europe to create an environment so convincing that the participants really feel like they are actually there. What really differentiates our content from others is the fact that the content is exclusively developed for multi-participants and support all the latest HMDs such as Oculus Rift, HTC VIVE, and Samsung Gear VR making it the most portable in the industry. Our targeted market is theme park, cinemas, casinos, museums, entertainment centers, and Internet cafes. We firmly believe ElevatorVR is going to change how people consume VR content and will become a gold standard in the high-tech entertainment industry.

ElevatorVR 是世界上第一個將動畫及 360 影片結合的 VR 內容，創作了 VR 行業中最沉浸及栩栩如生的體驗。我們利用專業演員陣容及荷里活級別的化妝及服裝技巧，使場景盡可能真實。而且，360 影片於東歐拍攝，讓觀眾親歷其境。使我們的內容與別不同的是，我們的內容專為支援多名參與者同時體驗而設，更支援多款最新頭戴式裝置，包括 Oculus Rift、HTC VIVE 及 Samsung Gear VR，令我們的內容在行業中顯得最為方便攜帶。我們的目標市場包括主題公園、戲院、賭場、博物館、娛樂中心及網吧。我們深信，ElevatorVR 將改變人們如何消費 VR 內容，及將成為高端科技娛樂市場的黃金標準。