

ROOM 1		ROOM 2
09:30 - 10:15	Opening Keynote: Taking VR to the Next Level – A Case Study in AAA Games Development Stuart Whyte, Sony Interactive Entertainment Europe	
10:30 - 11:00	Pioneers in the Desert – The Reality of Developing for Virtual Reality Andrew Willans, CCP	Haptics and VR – Touching Virtual Worlds Rich Hayden, Ultrahaptics
11:00 - 11:15	COFFEE BREAK 	
11:15 - 11:45	Improve Your Brain – The Real Value of VR/AR Gaming Faviana Vangelius, SVRVIVE	Getting Up Close and Virtual with the Automotive Industry: Using VR for the Right Reasons James Watson, Imagination
12:00 - 12:30	Building World-Class Commercial VR Experiences Chris O'Connor, ZeroLight	Love Your Limitations: Defining Art for Mobile VR Anna Hollinrake, Climax Studios
12:45 - 13:15	Drop Deadline – Delivering a Visually-Excellent, 60fps, Narrative Mobile Shooter to a Fixed Deadline With a Small Team James Horn, Pixel Toys	Serious VR – Making Real Money Tanya Laird, Digital Jam Shaun Beaney, ICAEW Afzal Ali, Defence Solutions Centre Kevin Rampersad, DETC
13:15 - 14:00	LUNCH BREAK 	
14:00 - 14:30	VR and Moral Panic: The Unexpected Fear Factor That Can Make or Break Your VR's Journey into Mainstream Culture Catherine Allen, VR Curator and Producer	Takeaways from The Walking Dead: No Man's Land and How Next Games Aims to Build a New The Walking Dead AR Game on That Knowledge Saara Bergström, Next Games Will Freeman, Journalist and Author
14:45 - 15:15	Collaborating with Brands to Create Magical VR Brynley Gibson, Kuju, a division of Curve Digital	Shifting Perspectives Katie Grayson, Inition
15:30 - 16:00	Virtual Reality Arcades: The Make or Break of Immersive Entertainment? Courell Watson, Virtual X	Building a New Community: Tales of Making the Move from AAA Publisher to Indie VR Developer Dan Sheridan, nDreams
16:00 - 16:15	COFFEE BREAK 	
16:15 - 16:45	Overcoming Hurdles in VR – The Challenges and Solutions from Creators in the Industry Daniel Colaiani, VR Bound	Funding Question Time Ella Romanos, Rocket Lolly Games Dave Ranyard, Dream Reality Interactive Martin de Ronde, Force Field VR Thomas Gere, Realities Centre Simon Barratt, Barog Game Labs Rebecca Gregory-Clarke, Digital Catapult
17:00 - 17:45	Closing Keynote: Windows Mixed Reality: Developing for the Virtuality Continuum Pete Daukintis and Mike Tauty, Microsoft	
From 17:45	DRINKS 	

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