Immersive Media

DQ Symposium

XR+: How Immersive Media is Changing the Way We Learn, Interact and Advance as a Society

New York, USA 20 November 2019

Invitation

The Digital Intelligence Symposium: XR+ presented by DQ Institute and Games for Change in association with IEEE Standards Association and the World Economic Forum will convene leading artists, developers, storytellers, technologists and change-makers to explore how cutting-edge immersive technologies are offering radical new ways to drive digital literacy and intelligence. Invited guests will engage in discussions and panels that collectively inspire a new vision for global digital literacy by spreading the lessons of immersive media.

The Digital Intelligence Symposium: XR+ will also host the "XR for Change Immersive Arcade", a showcase of exemplary virtual, augmented and mixed reality experiences being leveraged in the fields of medicine, education and storytelling.

Participants will be able to share their ideas and insights with the rest of the growing XR community, giving them the opportunity to apply nascent applications of this knowledge to their own use cases, projects and communities.

Breakfast and lunch will be provided.

Location:
World Economic Forum
350 Madison Avenue
New York, NY 10017

Time and Date:
Wednesday, 20 November from 08.30 to 17.00

About DQ Institute:
DQ Institute (DQI) is an international think-tank that is dedicated to setting global standards for digital intelligence education, outreach and policies. Working together with international agencies and local partners, DQI builds multistakeholder coalitions that advance its mission and help people worldwide. DQI's award-winning educational programmes include the #DQEveryChild initiative, which seeks to empower 1 billion children with digital intelligence education.

For more information please visit https://www.dqinstitute.org

About Games for Change:
Games for Change (G4C)'s mission is to empower games developers, XR creators and social innovators to drive real world change through games and immersive media. G4C incubates games and XR projects, engages the public through events and arcades, engages professionals and youth through design challenges, and provides platforms for the exchange of ideas and resources. G4C works with funders, content specialists, learning experts and creative teams to create and distribute successful impact games and XR projects.

Founded in 2004, G4C's signature programme is the annual Games for Change Festival, the largest industry facing gaming event in New York City with more than 1,100 attendees on-site and thousands more who access festival content via Facebook Live and YouTube. G4C's programmes that advance games and learning include the Games for Change Student Challenge – a digital game design competition for public middle and high school students, which reaches more than 10,000 students a year – currently in Atlanta, Detroit, Los Angeles and New York City.

For more information please visit https://www.gamesforchange.org/

About IEEE Standards Association
The IEEE Standards Association, a globally recognized standards-setting body within IEEE, develops consensus standards through an open process that engages industry and brings together a broad stakeholder community. IEEE standards set specifications and best practices based on current scientific and technological knowledge. The IEEE-SA has a portfolio of over 1,300 active standards and over 650 standards under development.

For more information please visit http://standards.ieee.org

Contact:
Joan Ai
World Economic Forum
Project Fellow
Shaping the Future of Media, Entertainment and Culture
(Seconded by DQ Institute)
joan.ai@weforum.org

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WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Overview
The Digital Intelligence Symposium: XR+ will convene artists, developers, storytellers, educators, technologists and change-makers to explore how VR/AR/MR technologies offer radical new ways to drive digital literacy and intelligence. The symposium seeks to encourage dialogue, foster interdisciplinary collaboration, advance equity and inclusion, and inspire the creative use of emerging technologies for positive social change.

The DQ Institute, Games for Change and IEEE SA in association with the World Economic Forum are pleased to host a day of keynote sessions, panels and workshops where participants will have direct access to innovators and experts across sectors. Participants will engage in sessions that inspire a new vision for global digital literacy by spreading the lessons of immersive media.

The XR+ Symposium will also host the XR for Change Immersive Arcade, showcasing how media professionals use emerging technologies to create experiences for social impact and advance dialogue and collaboration. Games for Change curates a selection of XR experiences that tackle various areas of social impact – including health and wellness, civic issues, education and diversity – and provides a platform for the public to experience XR as an emerging medium.

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"Games and immersive technology (VR/AR/MR) can have meaningful impact on the world when they are designed with intention and the right tools. The Digital Intelligence (DQ) Framework provides us with a comprehensive set of technical, cognitive, social and emotional digital competencies that are grounded in ethics and human values. It's these kinds of tools that can drive meaningful impact."

Susanna Pollack, President, Games for Change

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Meeting agenda and structure
(XR for Change Immersive Arcade will be available throughout the day)

08.30 – 09.00 Networking Breakfast

09.00 – 09.15 Opening Remarks
- DQ Institute, Games for Change, IEEE Standards Association

09.15 – 09.35 Keynote Address

- **Stanley Pierre-Louis**, President and Chief Executive Officer, Entertainment Software Association (ESA)

09.35 – 10.00 Community Break and XR for Change Immersive Arcade

10.00 – 11.00 Session 1: Totally ImmersED - Digital Literacy and the Rise of Gen Z
As digital natives, the post-millennial generation is arguably most primed to take advantage of the benefits of immersive technology in educational spaces. This panel will cover current and future XR applications for education, particularly as they apply to Gen Z.

- **Justin Hendrix**, Executive Director, NYC Media Lab and RLab
- **Laine Nooney**, Assistant Professor of Media Industries, New York University
- **Ilana Weiss**, Writer, Science in Interactive Media, BrainPop; Global Advisory Council, DQ Institute

Moderated by
- **Michael Preston**, Executive Director, Joan Ganz Cooney Center at Sesame Workshop

11.00 – 12.00 Community Break and XR for Change Immersive Arcade

12.00 – 13.00 Session 2: Unknown Knowns - Understanding and Projecting Barriers to Innovation
This panel of industry leaders will address some of the current roadblocks to innovation in the XR space, as well as the need for disruption through interdisciplinary collaboration.

- **Ori Inbar**, Co-Founder, AWE and Super Ventures
- **Ken Perlin**, Professor of Computer Science, Director, Future Reality Lab, New York University
- **Susan Persky,** Associate Investigator, National Human Genome Research Institute, National Institutes of Health
- **Cezara Windrem**, Head of VR, AARP Innovation Labs
- **Yu Yuan**, Chair, IEEE VR/AR Standards Committee

Moderated by
- **Susanna Pollack**, President, Games for Change

13.00 – 14.00 Lunch, Conversation and XR for Change Immersive Arcade

14.00 – 15.00 Session 3: There and Back Again - The Prescient Legacy of Multiplayer Experience
With the rise of multiplayer experiences in games and interactive media, there is more rapid design and innovation than ever before. This panel of industry leaders looks at the legacy of communal play and interaction in games and experiences from tabletop RPGs to location-based VR. Speakers will also examine the current state of play in gaming and immersive communities.

- **Jessica Creane**, Founder & CEO, IKantKoan
- **Alan Gershenfeld**, Co-Founder and President, E-Line Media
- **Jessica Ochoa Hendrix**, Co-Founder & CEO, Killer Snails
- **Eric Zimmerman**, Game Designer/Arts Professor, NYU Game Center

Moderated by
- **Mary Pilon**, Journalist and Author

15.00 – 15.20 Keynote Address

- **Rori Duboff**, Managing Director, Head of Content Innovation and Strategy: Extended Reality, Accenture Interactive

15.20 – 15.30 Closing Remarks

- **John C. Havens**, Executive Director, The IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems

15.30 – 17.00 XR for Change Immersive Arcade

17.00 Adjourn

Contact:
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World Economic Forum
Project Fellow
Shaping the Future of Media, Entertainment and Culture
(Seconded by DQ Institute)
joan.ai@weforum.org

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DQ Institute & Coalition of Digital Intelligence
NGO Partner: Games for Change

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Location:
World Economic Forum
350 Madison Avenue
New York, NY 10017
Conference Rooms: Beijing and Tokyo

Time and Date:
Wednesday, November 20 from 8:30 AM to 5:00 PM

XR for Change Immersive Arcade:

- **38 Minutes (Games for Change):** 38 Minutes centers on the Hawaiian Nuclear Missile False Alarm of January 13th, 2018. The experience explores the growing and urgent threat of nuclear war, using testimonies from Hawaiian citizens who were forced to confront those realities first-hand.

  Presenters: Raul Carvajal, Noelle Mazurek

- **Back in Time: Rocks and Fossils (BrainPop):** This experience covers subject areas connected to stratigraphy. This 3D world is set in a desert where students can discover the age and composition of various rocks and fossils. They will also learn about the principle of superposition, faunal succession, and geologic time. Students can collect evidence, or clues, through observation to help them answer a driving question. They can listen to conversations between scientists for contextual information, hear relevant facts from the narrator, observe rocks and fossils, and use tools to get more detailed information.

  Presenters: Scott Price, Tanya Rotman, Brendon Trombley, Ilana Weiss

- **BioDive (Killer Snails):** BioDive is an immersive virtual reality experience where middle school students are marine biologists studying the delicate ecosystems of venomous marine snails. Throughout their expedition students discover abiotic and biotic factors that impact marine biodiversity.

  Presenters: Jessica Ochoa Hendrix, Mandë Holford, Noelle Posadas

- **The Case of the Disappearing Bats (BrainPop):** This experience covers subject areas connected to ecology. This 3D world is set in a forest where students can discover what happens when an ecosystem is disrupted. They will also learn about a disease affecting the bats, the role of human impact on the system, and the implications of the bats decreasing population on the food web. Students can collect evidence, or clues, through observation to help them answer a driving question. They can listen to conversations between forest rangers and farmers for contextual information, hear relevant facts from the narrator, and observe animals.

  Presenters: Scott Price, Tanya Rotman, Brendon Trombley, Ilana Weiss

- **Monuments (Movers and Shakers NYC):** Our solution is to use augmented reality to digitally create monuments that represent the voices of marginalized communities (women, black, brown, queer, trans). We aim to highlight both contemporary and historical figures to be placed in public spaces. To that end, our team is creating a catalog of augmented monuments to be used for augmented reality tours in different cities. Some examples include Serena Williams, Colin Kaepernick, Odetta, Daisy Bates, etc.

  Presenters: Idris Brewster, Glenn Cantave

- **UNSUNG (Movers and Shakers NYC):** UNSUNG is an interactive, multiplayer AR learning experience. Students can read through passages about female icons of color and answer multiple choice questions within a mobile app. Correct answers will unlock different rooms related to the subject's lives that students can explore.

  Presenters: Idris Brewster, Glenn Cantave

- **ZOE (apelab):** "ZOE' is a VR/AR platform for the classroom allowing children to build 3D interactive experiences from scratch without coding. ZOE recently won the 'Most Impactful Project' award at XR in Learning in Boston."

  Presenters: Emilie Joly, Sylvain Joly

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