

VIRTUAL AND AUGMENTED REALITY

May 17-18, 2018 // HPI Academy in Potsdam



- KEY DATA**
- ▶ **Format:** 2-day workshop in Potsdam (Thu - Fri)
 - ▶ **Price:** 2,500.- EUR (plus VAT)
 - ▶ **Includes:** Participation, materials, all transfers in the context of the workshop, one coach for max. 6 participants, full board, and happy hour (evening networking event)
- Inputs and presentations are in English. Work in the teams is carried out in German or English based on the preference and ability of the team.
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TARGET GROUP All who want to use these technologies in their company and to explore their usefulness for their customers in the user story.

CONTENT One hypothesis says that technologies of "virtual and augmented reality" will change our daily life in a way similar to the introduction of the smartphone.

And, indeed, more and more companies are asking themselves the same questions:

- ▶ How do these technologies work?
- ▶ What's really behind the hype of virtual and augmented reality?
- ▶ What's in it for our company?

Everything seems feasible if we look to the future. But it's not the question of feasibility that really matters most. Instead we must ask ourselves, what is really important for the user? This question is the starting pointing for our two-day workshop. Here we explore VR/AR technologies and how they work, and we focus on them in the light of the users' needs.

- WHAT YOU CAN EXPECT**
- ▶ Experience state-of-the-art applications of virtual and augmented realities.
 - ▶ Become familiar with selected use cases from industry; together we will analyze their principles of success.
 - ▶ In small teams we will develop courses of action for your future projects and strategic decisions.
 - ▶ We will explore the question of the interaction between technologies and society in areas where these technologies will undoubtedly have an impact.
 - ▶ Recognized VR/AR experts from Hasso Plattner Institute and the business community will be in your corner as sparring partners.

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FOR QUESTIONS
OR COMMENTS
ON FORMAT

Please contact the responsible program manager, Holger Rhinow, at holger.rhinow@hpi-academy.de or by phone at +49 (0)331 5509-201

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Prof. Dr. Patrick Baudisch researches and teaches Human Computer Interaction at Hasso Plattner Institute and is concerned with the design and implementation of interactive devices and systems. The focus of his work is on the research of devices that allow users a physical experience, i. e. devices in the field of haptics and physical virtual reality as well as fabrication technologies, such as the 3D printer and laser cutter.



Thomas Bedenk is a proven expert in the area of future technologies. He works as a consultant for Exozet, a strategy and technology agency, and is key note speaker on future technologies. He is also founder of the association Virtual Reality e. V. and organizer of the VR Now Conference.



Caroline Merz is a program manager at the HPI Academy. She has a background in digital transformation and designs and moderates innovation formats for professionals. She has had many years of experience in strategy and technology counseling and is a certified Scrum Master.



Holger Rhinow is a program manager at the HPI Academy and has supported over 70 companies in using the methods of Design Thinking for their innovation projects. He also teaches the subject of linking diverse agile methods, such as Lean Startup, Scrum, and Design Thinking.