IMMERSEKL CONFERENCE AGENDA

2 OCT
WEDNESDAY
PRISM ROOM, LEVEL 3A

9.45 am

Revolutionizing Malaysian Digital Content with Hyper-Realistic AI Avatars
Discuss on Digital Human AI technology, offering Malaysian digital content industry practitioners unparalleled insights into the future of immersive media. Jin's expertise in creating hyper-realistic digital avatars can revolutionize how local creators develop content, opening new avenues for storytelling, personalized audience engagement, and scalable production techniques. By learning from a leader whose innovations have attracted global brands like Samsung and LG, Malaysian practitioners can elevate their creative capabilities, positioning Malaysia as a hub for cutting-edge digital content creation in Southeast Asia. Jin's session will also explore practical applications of AI in digital media, showcasing how Malaysian creators can leverage these technologies to streamline workflows, reduce costs, and enhance production quality. Exposure to these advanced AI-driven tools will empower local talent to compete on a global stage, driving growth in Malaysia's digital content industry and aligning with MDEC's goals of fostering innovation and excellence in the digital economy

Speaker: Seunghyuk Jin, Chief Executive Officer (KIleon Inc.)

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10.30 am

Transforming Brand Engagement: XR in Marketing & Advertising
Dive into how XR is revolutionizing marketing strategies by enhancing brand engagement and creating immersive advertising experiences. Learn from real-world case studies and discover the future trends in XR marketing

Moderator: Angeline Seah, Chief Product Officer (Virtualtech Frontier)
Panellist: Justin Wong, Founder (TrueXR), Fariz Hanapiah, Creative Tech Director (EDT)

11.15 am

Scaling XR: Effective Growth Strategies
Discuss the most effective strategies for scaling XR technologies in your business. Gain insights from industry leaders on how to overcome challenges and seize opportunities to drive XR adoption and growth

Moderator: Havene Liew, CEO (XRA)
Panellist: Roger He, General Manager of AI/XR Business, (DreamSmart), Dr. Masdiana Sulaiman, Head of Innovation (XR, Web 3.0 & Metaverse) (CelcomDigi)

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12.00 noon

Immersive Learning: XR in Education & Training
Simulation is known to be a great tool for learning! In this discussion, we will explore the benefits & limitations of XR in training & education, along with real use cases & industry best practice

Moderator: Jerome Kay, Co-Founder (Virtual X)
Panellist: Joeie Oon, Chief Executive Officer (FXMedia), Sridhar Sunkad, Managing Director (EON Reality), Jayagaren Paramasivam, Chief Technical Officer (Teczo)

12.45 pm

Innovations Unveiled: XR & AI in Action
Witness live demonstrations that highlight the innovative use of XR and AI in various fields. Discover the practical benefits and future potential of these technologies in industrial MRO, educational environments, and everyday consumer use with AR glasses

Speaker: Kumaresan Shanmugam, XR Solution Architect (XR Associates)

1.15 pm

Networking Lunch

IMMERSEKL CONFERENCE AGENDA

2.15 pm

Building Realities - VP/AR/VR in Business
This panel explores how immersive technologies like virtual production, virtual reality and augmented reality are revolutionizing business operations, enhancing customer experiences, and driving innovation across various industries. Discover the transformative potential of VP/VR/AR to create engaging, efficient, and futuristic business environments

Moderator: Ts. John Hii, Director of VORTEX (Taylor's University)
Panellist: Muhammad Reza Zainal Abidin, Manager, Innovation and Centre of Excellence (PLUS Berhad), Jimmy Tan, Head of Astro Productions (Astro Studios)

2.45 pm

Meta for Work
Meta for Work is a suite of digital tools and platforms designed by Meta (formerly Facebook) to enhance workplace productivity and collaboration. By leveraging virtual reality (VR), augmented reality (AR), and advanced communication technologies, Meta for Work enables teams to connect, collaborate, and create in immersive and innovative ways, transforming the traditional work environment into a dynamic, interactive digital workspace

Speaker: Benjamin Yue, APAC Channel Partner Manager

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3.15 pm

The Future of Entertainment
This discussion delves into the evolving landscape of media, discussing emerging trends and technologies shaping the next generation of content. Engage with industry leaders as they explore how innovations will redefine entertainment experiences

Moderator: Radlin Ramsah, Creative Technology & Metaverse, Manager (MDEC)
Panellist: Rafał Zaremba, Strategy Director / Chief Product Officer (Kezerk), Arin Sharnaz Rashdi, Founder (Tala Records Asia), Iqbal Ameer, Founder / Chief Executive Officer (Livescape)

4.00 pm

Reimagining Kuala Lumpur: Activating Urban Spaces with Augmented Reality
The panel will discuss how augmented reality can activate urban spaces through collaborations between AR artists, venues, public spaces, the city council, and real estate owners. It will also explore long-term strategies for integrating AR into Kuala Lumpur's infrastructure, envisioning a future where AR becomes a permanent, dynamic element of the city's identity

Panellist: Fariz Hanapiah, Creative Tech Director (Experiential Design Team), Zeen Chang, Co-founder and Managing Partner (Bai Chuan Management), Arif Danial Mohd Lodfi, Associate, Kuala Lumpur Creative & Cultural District (KLCCD) Programme (ThinkCity), Fay Lee, AR Artist

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4.45 pm

Real-Time Collaboration: The New Frontier of Virtual Production (VP)
In a world where collaboration is key, Virtual Production (VP) is breaking down barriers and enabling real-time teamwork like never before. This session explores how VP technology facilitates seamless collaboration across different locations and disciplines, allowing directors, producers, and artists to work together in real-time. Discover how virtual sets and live-rendering tools are transforming the production process, making it more dynamic and interactive. Whether you're working on a blockbuster film or an indie project, see how VP is redefining the way creative teams bring their visions to life, no matter where they are in the world

Speaker: Ts. Carl Loo Chun Qe, Founder (3Particle Solution) Jeremy Choo, Founder (Ammobox Studio)

5.15 pm

Evolution of Gaming & the Metaverse
This session provides a viewpoint regarding how the different existing and new technologies will impact and evolve the gaming space

Speaker: George Wong, Country Manager / SEA Partnerships (Sandbox)

6.00 pm

End of Conference Day 1

IMMERSEKL CONFERENCE AGENDA

9.45 am

**MYCDF 2024 Launching Ceremony
MYDCF 2004 – Biz Day Keynote Presentation**

Venue: Auditorium, Level 3A, Connexion Conference & Event Centre (CCEC)

11.45 am

Revolutionizing Medical Education with HoloMedicine®: A New Era of Learning
Discover the transformative power of AR/MR/VR technologies in medical education and training. HoloMedicine® is revolutionizing how medical students and doctors learn, offering immersive, interactive environments that significantly enhance the learning experience. By simulating real-life scenarios, these technologies provide hands-on practice without risk, improving skill acquisition and retention. Case studies demonstrate how HoloMedicine® has led to better-prepared healthcare professionals, ultimately contributing to improved patient outcomes and advancing the future of medical education

Speaker: Rajeshwari Kanesin, Head of APAC (ApoQlar Medical, Malaysia)

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12.15 pm	**Mastering the Million-Dollar Pitch: Insider Tips on Raising $1 Million from Top VCs** *Join a panel of top venture capitalists as they unveil the secrets to securing a $1 million investment. This exclusive session will provide a deep dive into what VCs look for in startups, the dos and don'ts of pitching, and the key factors that can turn your business idea into a lucrative investment opportunity. Learn directly from the experts about the current investment landscape, industry trends, and how to effectively position your startup to attract significant funding. Don't miss this chance to gain invaluable insights from the people who make the deals happen* **Moderator: Chin Bing, IP360 IP Ecosystem Engagement Manager** **Panellist: Daryl Lim, General Partner (TRIVE Digital), Shawn Tan, General Partner (TRIVE Digital), Mocha Mok, CBDO (DTC)**
1.00 pm	**Networking Lunch**
2.00 pm	**Revolutionizing Customer Experience through 360 Virtual Tours** *Explore the transformative impact of 360 virtual tours on enhancing customer experience in this engaging session. Discover how businesses across various industries are leveraging immersive technology to create unparalleled customer journeys* **Speaker: Shahram Ghaderi, Chief Technology Officer (Fresnel Group of Companies), Naga R Krishnan, Founder / Director (Novo Reperio)**

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2.30 pm

Virtual Production (VP) : Future of Digital Content
Virtual Production (VP) is revolutionizing digital content creation, blending cutting-edge technology with cinematic artistry. Imagine crafting stunning, lifelike scenes in real-time, where every creative vision comes to life instantly. VP empowers creators to push the boundaries of imagination, transforming how films, TV shows, and interactive media are made. Step into the future of digital content, where creativity knows no limits and every frame is a masterpiece

Moderator: Nick GC Tan, Chief Executive Officer, Creative Media Tech (Oceanus Media Global)
Panelist: Ben Kee, Executive Producer (Anomalyst Studio SG), Andrew Tan, Vice President, APAC (Pixotope SG), Rashid Karim, Chief Executive Officer (Iskandar Malaysia Studio Johor MY (IMS))

3.15 pm

Immersive Assisted Health: Recovery, Therapy, and Improving Quality of Life for People with All Abilities
Explore how VR, AR, and MR are transforming healthcare for individuals of all abilities. Hear inspiring stories, see innovative applications in rehabilitation and mental health, and experience interactive demonstrations. Learn about successful case studies and future trends in immersive health technologies. Join us to discover how these advancements enhance recovery, therapy, and overall quality of life. Don't miss this chance to be part of a discussion that bridges technology and healthcare for a more inclusive world!

Speaker: Casie Lane Millhouse, Head of Business Development & Strategic Initiatives (Sashiyu)

IMMERSEKL CONFERENCE AGENDA

3.45 pm

Power of the Industrial Metaverse
This session explores the transformative impact of the industrial metaverse on modern industry. Key topics include the integration of operations data and collaborative XR technology in industrial processes, the role of AI-driven digital twins in operations and facilities management, and how immersive technologies are revolutionizing business operations and collaboration. Attendees will gain insights into how the industrial metaverse is shaping the future of business, enabling smarter decision-making, reducing operational risks, and enhancing overall productivity

Speaker: Zamir Rashid, Managing Director (Innoveam), Ahmad Muizuddin Bin Talib, Project Excellence, GT&C (Petronas), Syful Anwa Mustafa, Executive (Petronas)

4.15 pm

Why Create Art On The Blockchain Technology
This session explores why creating art on the blockchain is a game-changer for artists, focusing on the transparency, security, and ownership that blockchain technology provides. It also delve into the specific benefits of building art on the Polkadot Network, highlighting its interoperability, scalability, and innovative features that make it an ideal platform for artists looking to showcase and protect their digital creations in a decentralized ecosystem. By the end, you'll understand why Polkadot stands out as a powerful tool for artists in the evolving digital landscape

Speaker: Patricia Arro, Lead Contributor (Polkadot SEA | OpenGuild)

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4.45 pm	**Crafting Your Metaverse**
	This session guides you through the process of building personalized, immersive digital spaces, merging creativity and technology to bring your unique virtual visions to life. Discover the tools and techniques needed to design engaging environments that captivate and inspire
	Speakers: Rob Lee, Managing Director (The Gang Asia), Dr. Andrew Yew, Chief Technology Officer (Ministry XR), Charles Tang, Chief Executive Officer (Youniverse Games)
5.15 pm	**Closing Keynote**
6.15 pm	**End of Conference Day 2**

IMMERSEKL EXTENDED PROGRAM AGENDA

**1 OCT
TUESDAY
PRISM ROOM, LEVEL 3A**

9.00 am

XRJam Workshop: Mindscape
This 1-day workshop is specifically designed for students from institutions of higher learning, aiming to introduce them to the foundational concepts of Extended Reality (XR). The session will explore the practical applications of XR technology, particularly in the field of mental health, demonstrating how it can be used to enhance therapeutic practices, improve patient outcomes, and address mental health challenges in innovative ways. By participating, students will gain valuable insights into how this cutting-edge technology is shaping the future of mental health care.

Following this workshop, participating students will take part in a 24-hour XRJam hackathon scheduled in November 2024. This hackathon will give the students the opportunity to apply the knowledge and skills gained from the workshop, allowing them to collaborate, innovate, and develop creative XR solutions in a competitive yet supportive environment.

To participate, please contact: <u>vortexrclub.taylors@gmail.com</u>

This workshop is organized by Taylor's VorteXR Club, and supported by MDEC

IMMERSEKL EXTENDED PROGRAM AGENDA

**2 OCT
WEDNESDAY
AUDITORIUM, LEVEL 3A**

9.00 am

Unreal Engine Workshop
This 1-day workshop offers participants a hands-on experience with Unreal Engine, deepen their skills, learn new techniques, and explore how Unreal Engine can be leveraged to push the boundaries of digital content creation.

To participate, please contact hussin@efxco.my

This workshop is organized by EFXCO, and supported by MDEC

IMMERSEKL EXTENDED PROGRAM AGENDA – AI TRACK

12.15 pm

GEN AI for Virtual Production (VP)
Generative AI (GEN AI) for Virtual Production (VP) leverages advanced artificial intelligence technologies to enhance the process of creating digital environments, characters, and special effects in real-time. By using GEN AI, filmmakers and content creators can streamline production workflows, achieve higher levels of creativity, and reduce costs and time. This integration allows for the seamless generation of realistic scenes and interactive elements, revolutionizing the way virtual content is produced and experienced

Moderator: Nick GC Tan, CEO Creative Media Tech (Oceanus Media Global)
Panellist: Sean Lee, Chief Executive Officer (PIXEF Korea), Nicholas Chan, Group Chief Innovation Officer (SOCOE), Jon Ochoa, Asia Pacific Manager (Volinga)

2.15 pm

Smart Content Creation: How AI Tools are Changing the Landscape for Creators
AI tools are transforming content creation by making it easier and faster for creators to generate ideas, produce content, and engage with their audience. From writing assistants and video editors to image generators and trend analyzers, these technologies help creators work more efficiently and creatively. Explore how AI is shaping the future of content creation and the exciting possibilities it offers.

Speaker: Fred Chong, WebTV Asia + Content Creators