

## The AREA & AMRC Workshop 26 – 27 March 2019

# AGENDA

Get under the skin of AR with our interactive sessions, keynote talks from leaders in the industry and learn more from a range of panel sessions, hands-on learning and more.

Here's what to expect from the 2 days.

### Day 1 - Tuesday 26 March 2019

Including complimentary finger buffet lunch, tea/coffee and an evening networking event with complimentary drinks and snacks

*Join us from midday through to 18h30*

*Registration starts 11h30*

*Finger buffet lunch at 12h00*

**12h30:** Welcome and introductions from AREA President, Paul Davies of Boeing and AMRC including an overview of the current AR ecosystem from AREA Executive Director, Mark Sage

**13h00:** Join the AR Journey: an overview and introduction to AR

- What are the key AR use cases (business problems) that can be solved?
- Hear from leading companies and AREA members who have deployed AR; use cases, experiences and challenges.
  - Welsh Water
  - ExxonMobil
  - Boeing

**Outcome:** Understand why it makes good business sense for your organisations to get on board the AR journey, now.

**Format:** 15mins presentations per company and 5mins Q&A

**14h00:** Atheer gives a presentation on **How Porsche Transformed Automotive Dealer Service with AR**

**Format:** Thought leadership presentation

**14h20:** Jordi Boza, Director of Sales EMEA from Vuzix gives a presentation on 'Augmented Reality: I want to try this. How do I get started?'

**Format:** Thought leadership presentation

**14h40: Workshop – Understanding AR uses cases and Requirements** (with integrated breaks)

- Hands-on learning session with **The AREA's Researcher, Dr. Michael Rygol**
- Work with AREA members and other enterprises to discuss how AR can benefit your organisation
- Discuss and document use cases and key requirements (hardware, software and business)

**Outcome:** Understand the different AR use cases and requirements through networking with peers and experts

**Format:** Facilitated roundtable discussions (max of 10 per table) and presenting of outputs

**16h30: Learn more about the potential of AR, latest developments and more from leading global technology company, PTC.**

**Format:** Thought leadership keynote presentation

**17h00- 18h30: 'Mix 'n Mingle' networking session**

- Enjoy complimentary drinks and snacks and experience the latest AR technology from key providers and enterprise organisations delivered to you on Factory 2050's state of the art shop floor at the AMRC

## Day 2 - Wednesday 27 March 2019

Including complimentary finger buffet lunch, tea/coffee

*Join us from 08h00 for registration, teas/coffees followed by sessions through to 14h00*

**08h00: Overview, recap and objectives for the day**

**08h30: The Next Frontier of Collaboration: Exploring the cognitive gap and potential of XR technologies with David Francis from UK-based organisation, Theorem**

**Format:** Thought leadership keynote presentation

**09h00: Workforce Challenges posed by AR: A panel discussion chaired by AREA Board Member, Christine Perey with a selection of expert panellists and influential decision-makers.**

- Learn more about convincing your stakeholders why they should and how they can invest in AR.
- Discuss and learn more about working with your workers to achieve effective inclusion and involvement and secure longer-term buy-in.

**Outcome:** Clearer understanding of the potential people challenges when implementing AR solutions and adopting an AR journey.

**Format:** Panel discussion with Q&A

### **09h30: The AREA Research Capability presented by AREA Board Member, Christine Perey.**

- Gain insight into past AREA applied research initiatives and look forward to new opportunities and possibilities as well as gaining an understand of how to get involved.

**Outcome:** Immerse yourself in an holistic view of the AREA research capability and explore defined future opportunities for organisations

**Format:** Presentation

### **09h45: Master Class – AR Human Centred Design: A hands-on interactive session**

- Learn from ThreeSixty Reality, a leading UK-based human centred design consultancy specialising in virtual and augmented reality.
- Understand how to move from idea, through concept to the design phase, working with both staff and stakeholders
- Explore how to develop a KPI approach to design thinking

**Outcome:** Overview of design thinking for AR projects

**Format:** Hands-on, interactive learning session with opportunities for questions

### **10h45: Human Factors and the related Safety challenges facing organisations on the AR adoption journey.**

- Learn more about the AREA human factors and safety framework and how it can help when delivering AR projects
- Participate and engage with AR Safety best practices
- Preview of the AREA Safety Committee Infographic

**Outcome:** Gain a deeper understanding and greater clarity on key AR safety challenges facing organisations

**Format:** Mix of presentations and interactive sessions

### **11h15: Security is Key: Overcoming the challenges of AR security**

A closer look at the security challenges posed by AR and how organisations can mitigate them.

**Format:** A pre-recorded video session followed by Q&A

### **11h45 LUNCH & NETWORKING**

#### **12h30: Microsoft presentation and demo**

- Hear about Microsoft's MR Strategy and recent announcements made at Mobile World Congress last month.

**Format:** Presentation and demo

#### **13h15: Three Minute Provider Pitch – overview of the AREA AR providers and their solution**

- Hear from selected AREA providers as they share more about their organisations and related AR work.

**Format:** An engaging provider pitch format

#### **13h30: Open floor: share you AR work**

- Join the discussion in a supportive setting where you can share your AR journey, future plans, challenges, rewards and support needed.

**Format:** Open floor discussion

#### **13h45: Workshop close, summary and next steps**