



1st European AR Business Conference

Berlin | April 23, 2010 #arbconeu @arbconeu



The venue in the heart of Berlin: Ludwig Erhard Haus near Zoologischer Garten. Architect: Nicholas Grimshaw

ARBcon.europe – the Augmented Reality Business Conference – is the largest commercial event focussing on this emerging technology and the implications for business, brands and markets.

Augmented Reality

Augmented Reality (AR) is the technology to mix reality perception with overlayed data. Now AR is beginning to enter the mass market. With the physical world as AR's platform there will be major new opportunities across all sectors and industries.

ARBcon – AR Business Conference

ARBcon will showcase the fantastic outlook of AR with the goal of transforming keen visions of the future into a concrete business strategy today.

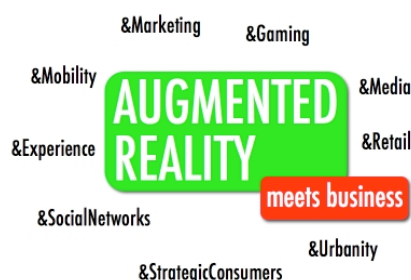
Why is AR important?

AR is a dramatic jump in the evolution of media: AR is moving computing off desktops, liberating us from the so-called "computer situation". The world itself is becoming the universal and intuitive interface with mobile AR. Augmented Media, Augmented Entertainment, Augmented Marketing – we will see the game-change of the "Augmented World" in every industry – and in our very way of life.

Why attend?

The business conference is for OEMs, operators, application and service providers, brands and advertising/marketing agencies interested to learn everything about augmented reality.

ARBcon is an opportunity to grasp the meaning, trends and outlooks of AR in a concentrated and enthusiastic context, to meet opinion-leaders firsthand and to come in contact with cutting-edge services and products.



Robert Rice, AR Consortium
 Russell Buckley, AdMob, MMA
 Max Celko, Strange Matter, Peep Insights
 Michael Zoellner, Fraunhofer
 Eric Gehl, Total Immersion
 Pia Vuohelainen, NAVTEQ
 Mihal Corlan, Adobe
 Nils Reimelt, Axel Springer
 Martin Duval, Bluenove
 Markus Tripp, Mobilizy
 Johannes Koblenz, Fjord
 Roland M. Wagner, BHT Berlin
 Frans Vogelaar, Hybrid Space Lab
 Laurenz Lenkewitz, Hiwave.Net
 David Caabeiro, Sequence Point Software

Find PoV and strategic assets in AR

- Thoughtleaders and visionaries
- Networking with experts and insiders
- Understanding business models and new contexts of business
- Get in touch with newest in hardware, platform and service innovations
- Find agencies, developers and talents
- 300+ attendees with a deep interest in AR and the emerging trends

Who should Attend?

- Branding and marketing experts
- Innovative agencies
- Technology strategists and entrepreneurs
- AR technologists and visionaries
- Mobile operators and venture capitalists
- Mixed reality enthusiasts and developers

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