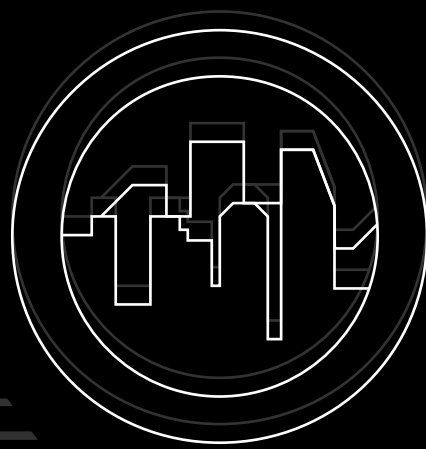
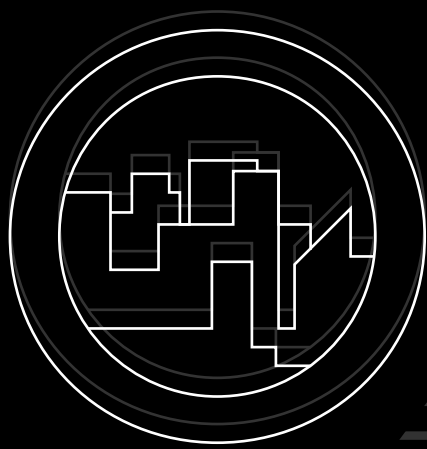


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Even as a new technology, Augmented & Virtual Reality (AR & VR) has a significant impact and tremendous benefits to brands, products and services. AR & VR has become a technology that is accessible by us all, thanks to the major advances in computing power, and redefining the ways we explore and interact with our world and each other. With the right understanding, design, strategy and technology, AR & VR has unlimited potential.

What is the best way to build a team with the right creative process to build AR & VR products? How do we bring together software engineers and VR developers, designers, illustrators, 3D modellers and animators to create both interesting and intelligent solutions? Join this conference to find out more about AR & VR!

08 08 September 2017

Auditorium, Level 2

2pm – 6pm

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Pritam Pebam

Pritam leads the design for some of Google's immersive computing efforts with Daydream.

With AR & VR establishing a new paradigm shift on how we interact and communicate with our world through technology, Pritam believes designing the right experiences will finally make technology crossover towards being human. Starting from a small 20% project, his work laid down the foundations to help bridge the chasm between human-computer interaction, solving real world problems and giving new meaning to immersive experiences. Though this computing shift encompasses several new design challenges, he believes it inherently enables a contextual & natural way to interface with technology.

Pritam grew up at Imphal, a small city in north-east India, and started practicing design from a young age. Since then he has spent a lot of his time pushing the frontier of design, adding human value to technology and our relationship with it.



YEN Ching Chiuian

A/Prof YEN Ching Chiuian, Co-Director, Keio NUS CUTE Center, National University of Singapore

A prominent design educator, Dr. YEN, Ching-Chiuian is an Associate Professor and Co-Director of Keio-NUS CUTE Center. He was the Founding Head, Division of Industrial Design at National University of Singapore (NUS). He is a keen supporter to the interdisciplinary design collaboration particularly in the areas of interactive design for healthcare and medicine. He possesses an excellent ability to combine theoretical thinking and design practice in design education. He has worked with many renowned companies including: ABBOT, ASUS, BMW Designwork USA, DELL, Estee Lauder, OSIM, NUH, Samsung, Swarovski, Tupperware, and VISA, etc. His supervision in design is highly regarded and has received more than 50 renowned international or regional design awards in the past 10 years, including, to name a few, the, Stanford Longevity Technology Prize 2015, Braunprize 2007, Luminary Award, red-dot award: design concept 2006 and ACM CHI Student Competition 2016. He also serves actively in public bodies and governmental agencies where his research helps to inform policy formulation and education development. He holds a PhD in Industrial Design.

METHODOLOGY

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