

XPRO

WOULD
YOU LIKE
TO BE
IMMERSED?

PROGRAM

MESSE BERLIN

September 2 – 6, 2022

Passage from Hall 20 to 21

www.xpro.berlin

IFA

XPRO

Friday, September 2

11 am **Do drone shows have the potential to replace fireworks?**

How the latest drone technology turns the sky into a canvas for art and communication.

Jens Hillenkotter, CEO, Creative Producer, Nocturne® Drones

12 pm **How can you use enjoyable technology to make culture accessible to all?**

Hybrid experiences as an inclusive tool.

Tiphaine Schriver, Digital Project Manager, Tactile Studio

1 pm **EXPERIENCE DIGEST #01 MUSEUM**

Alexandra Verdeil, Managing Director, Tactile Studio

Silke Ababneh, Creative Director & CEO, VR4CONTENT

Moderated by **Fernanda Parente**

#experiencedigest

2 pm **Can the hidden powers of any place be unleashed with AR?**

Your stories and content are raw diamonds that can be turned into monetizable engagement through AR and AI.

Stefan Marx, CEO, ZAUBAR

3 pm **How to bring the ideas of Joseph Beuys into AR?**

Create a metaphysical experience that connects past, present and future.

Fernanda Parente, Co-Founder & Co-Managing Director, Rosy DX

4 pm **How can digital cultural education work – for visitors and institutions?**

About time machines, ant-people and tinding artworks.

Robert Rausch, Digital Communication, museum4punkt0

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Saturday, September 3

11 am **Why should VR experiences synchronize reality rather than masking it?**

This is how physical interaction and natural movement take VR to a new level.

Julian Zietemann, Co-Founder, 2Sync

12 pm **How can AR stories stop climate change?**

The Business model for sustainability with AR content.

Elle Langer, CEO, pimento formate GmbH

1 pm **EXPERIENCE DIGEST #02 NATURE**

Elle Langer, CEO, pimento formate GmbH

Moderated by **Fernanda Parente**

#experiencedigest

2 pm **Will three ears help?**

Let your idea be louder than the gear.

Max Kullmann, Sound-Thinker-Maker,
STILLE ALS LUXUS

3 pm **Doing more, with more knowhow?**

How to solve the problems around knowledge gaps and demographic change with augmented reality.

Jörg Jonas-Kops, CEO, nxtDynamics GmbH

4 pm **Ready Player One in Real Life?**

How to make it actually real – with the integration of the feeling itself.

Martin Klemann, CTO, Feelbelt

**All keynotes will be streamed LIVE
on our [XPRO Berlin YouTube channel!](#)**

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Sunday, September 4

11 am **Do we really need the Third Dimension?**

If your brain works in 3D, so should your media.

Lutz Westermann,

Managing Partner, .hapto GmbH

12 pm **The most intuitive way to interact with immersive media?**

Let your full body become a controller.

Henrik Langer, CO-Founder & CEO, Instruments of Things

1 pm **EXPERIENCE DIGEST #03 ART**

Dagmar Schuerrer, Digital Artist & Board member

Clara Sauer, Curator, Himmel unter Berlin, Lost Art Festival

Moderated by **Fernanda Parente**

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2 pm **What will the future of digital and hybrid events look like?**

With Fraunhofer HHI you can experience tomorrow's immersive technologies – today.

Christoph Ende, Research Associate, Fraunhofer Institut HHI

3 pm **What's the difference between viral and experiential?**

It's not what you think.

Yves Peitzner, Co-Founder, Studio TISH

4 pm **Can smart UX sound make things better?**

Let's shape the future of how we interact and communicate with technology.

Johannes Helberger, UX Futurist, Sound Innovation Lab

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XPRO

INVITATION

HAPPY

IMMERSIVE

HOUR

Discover what XPRO Berlin is all about, immerse yourself in the interactive and immersive experiences of our community and learn all about the power of experience technologies in culture, brands and entertainment environments in our daily talks.

**SAVE
THE DATE**

September 5
4 pm

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BRLO

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Monday, September 5

11 am **Hear the unheard?**

How 3D audio combined with creativity unleashes your next-level immersion.

Martin Rieger, CEO, VRTONUNG

12 pm **How can scent be an integral part of communications and experiences?**

About the most underestimated sensory stimulus.

Robert Mueller-Gruenow, Founder, SCENTCOMMUNICATION

1 pm **EXPERIENCE DIGEST #04 PUBLIC SPACE**

Sharmila Sharma, Festival Director of 48hr Neukölln Festival

Anne-Sophie Panzer, Co-founder Head of Creators, ZAUBAR

Moderated by **Fernanda Parente**

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2 pm **What do virtual roses smell like?**

... and why that is important.

Jan Thiel, CEO, A4VR GmbH

4 – 5:30 pm

HAPPY IMMERSIVE HOUR

Come by, discover what XPRO Berlin is all about, dive into interactive and immersive experiences, and have a beer* on us.

*We also have non-alcoholic drinks!

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Tuesday, September 6

11 am **How open are the Germans to the Metaverse?**

Results and facts of current representative surveys.

Sebastian Klöß, Head of Consumer Technology, Bitkom

12 pm **How can complex data be successfully connected to people?**

A new interactive visitor experience for Frankfurt Airport that makes the invisible visible.

Gerhard Anger, CTO, ART+COM

Flip Sellin, Creative Director, COORDINATION

1 pm **EXPERIENCE DIGEST #05 INTIMATE SPACE**

Adela Roth, Creative Director, Cybrothel

Sarah Moglia, Portfolio & Innovation, Lovehoney Group

Daniel Shor, R&D Engineer, LoveHoney Group

Moderated by **Fernanda Parente**

#experiencedigest

2 pm **How to make visitors fall in love with stories, heroes and brands?**

About the successful fusion of media and space.

Dirk Ostkamp, Technical Director,

TAMSCHICK MEDIA+SPACE

3 pm **Why do we feel when we feel?**

A deep dive into our social skin.

Daniel Shor, Founder, Contextual Labs,

R&D Engineer, LoveHoney Group

4 pm **Digitalization in Berlin?**

Impact of Digitalization on small- and medium-sized enterprises in Berlin.

Moritz Vernier, Project Manager, Digitalagentur Berlin

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EXCLUSIVE
NFT

Never forget your visit at XPRO Berlin 2022!

XPRO Berlin offers an complementary immersive Collectible rendered as a beautiful 3D video.

Scan the QR code or go to xpro-zaubar.world to enter your ETH wallet address to receive your custom Collectible NFT as a memento of your time with us.

Only for visitors to the XPRO Berlin booth at IFA.

Powered by  **ZAUBAR**, a Berlin-based start-up that makes time travel possible.



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