IMMERSIVE TECHNOLOGY CONFERENCE

PROGRAM

MELBOURNE CONVENTION AND EXHIBITION CENTRE

DAY 1: WEDNESDAY 10TH JULY 2019

THEME 1: ENCAGING WITH CONSUMERS IN RETAIL - FACILITATED BY AGRIFUTURES Gavin Russell-Rockliff Accenture Mixed Reality, Consumer Engagement, and Satellites how disruptive tech is being used across industries and application to Agri-tech hopers and Complication to Agri-tech shopers and Department of Page 11 per shopers and Department of Page 12 per shopers and Department of De	REGISTRATION: 9.00 - 9.30am				
Mixed Reality, Consumer Engagement, and Satellites how disruptive tech is being used across industries and application to Agri-tech Sean Cunial Lumaten - Shopper 360 Shopper 360 Platform: driving revenue by understanding shopper behaviour Paul Kouppas AUGGD Great uses, examples, and live demos of Augmented Reality packaging for retail Manu Sridhar Agrigate Capturing consumer attention through education and creative experiences John Barry Australian Eggs Opening the shed door Great Human Capturing Consumer attention through education and creative experiences John Barry Australian Eggs Opening the shed door Gareth Jude ThinkUncommon SG and AR/VR in retail David Francis Virtual Method Interactive packaging to millions - how product at SKU is becoming the ultimate comms channel, through Mobile AR LUNCH: 12.45 - 1.15pm THEME 2: MARKETING AND CONSUMER - FACILITATED BY FRDC Lawrence Crumpton Microsoft Mixed Reality and Why It Matters Ben van Delden KPMG Agri 4.0 - connections and opportunities Georgia Brunton Wunderman Thompson Shopping in an AR era, Case Study: 19 Crimes Damian Madden Australian Wool Innovation Being digital without being digital AFTERNOON TEA: 2.30 - 3.00pm THEME 3: EDUCATION AND TRANING - FACILITATED BY CRDC Tim Gentle Think Digital FarmyRWorld - an immersive education and training platform for agriculture Richard Gough Ixom Delivering chemical safety training with augmented reality Ben Cooper Tricky Jigsaw Case study on teleporter adventures - financial literacy for cba Less talk, more decisive action - engaging training for agriculture and logistics industry David Francis Virtual Method How virtual and augmented reality defeats the tyranny of distance Beth Welden Forest and Wood Products Australia ForestLearning an initiative of Forest and Wood Products Australia ForestVR - the renewable Seed to Shelter toolkit for schools BREAK THEME 4: MANUFACTURING OPERATIONS - FACILITATED BY APL Ankur Talwar HART Influencers Pty Ltd Driving operational efficiencies with spatial comput	Sean Starling	Meat and Livestock Australia	Welcome and Opening Address		
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	Lance Bauerfeind	Pepper Creative Ltd	Digitising onsite workflows hands-free		
Scott McMillan Melbourne water How Melbourne Water is using VR to train staff and build better plant	Simon Mathwin	Rio Tinto	Technological innovation in mining, are there parallels with agriculture		
	Scott McMillan	Melbourne water	How Melbourne Water is using VR to train staff and build better plant		

DAY 2: THURSDAY 11TH JULY 2019

WELCOME: 9.00am		
Sean Starling	Meat and Livestock Australia	Welcome
THEME 4: MANUFACTUR	ING OPERATIONS – FACILITATED BY	APL (continued)
Brett Wiskar	Wileys	Enterprise Augmented Reality redefining the tomorrow's industry
David Francis	Virtual Method	The Internet-of-Augmented-Humans and how every worker can be you best worker, connected
John Langbridge	Teys	Using technology to verify compliance
Gareth Forde & Prem Prakash Jayaraman	All Energy Pty Ltd Swinburne University	Demonstrating & trialing of an internet-of-things solution for real-time computation and delivery of plant kpis
MORNING TEA: 10.30 - 1	0.45am	
THEME 5: ENGINEERING,	MAINTENANCE & SAFETY - FACILIT	ATED BY AMPC
Melanie Randal	Deakin University	Harnessing the power of virtual and augmented reality to build your business: a bid for a CRC in eXtended reality
Jarrod Bassen	DXC	Using intelligent, hands-free checklists to drive compliance and efficiency
THEME 6: ON FARM - FAC	CILITATATED BY GRCD	
Simon McDougall	SaaB Australia	Using mixed reality for enhanced management and operations
Paul Kouppas	AUGGD	Augmented Reality creating a digital layer for farm operations
Jarrod Bassan	DXC	Using Augmented Reality and Drones to build a digital-twin of the farm
Jarod Brown	IBM Watson Decision Platform for Agriculture	Unlock new insights with AI and weather technology for improved farm operations
LUNCH 12.30 – 1.15pm		
David Shering	Handbuilt Creative	Augmented Reality and its effects on enhanced workplace learning
Mark Hillebrand	Appearition	Immersive Learning – The Future of Education
Derrick Thompson	Hitatchi	Next era livestock production
Angus Street/Lucas	Auction Plus	Inspecting livestock from your living room, fact or fiction?
Kieran Murphy	Agriculture Victoria	Augmented Reality at Research SmartFarms – Current and Future
Stu Adam	Agronomeye	A digital foundation for farming – Enabling the practical adoption of technology in agriculture
Sean Starling	Meat and Livestock Australia	Conference close 3.00pm

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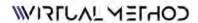
















STAY IN TOUCH

Kelly Hawley

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