



LEVRAGE

MONETIZING VR & AR

PRESENTED BY: **UCLAAnderson** IN PARTNERSHIP WITH:  **VIVE**
THINK IN THE NEXT

October 6, 2017 | Carnesale Commons | UCLA

CONFERENCE PROGRAM

#UCLALEVRAGE

ABOUT OUR PARTNER:



VIVE is a first-of-its-kind virtual reality platform, built and optimized for room-scale VR and true-to-life interactions. Built on the SteamVR platform, Vive delivers on the promise of VR with game-changing technology and best-in-class content. Vive has created the strongest ecosystem for VR hardware and software, bringing VR to consumers, developers and enterprises alike. The Vive ecosystem is built around the best VR hardware in market, supported by Vive X, a \$100 million accelerator for VR and related technology start-ups, Viveport, a global platform and app store for VR that operates in more than 30 countries, and Vive Studios, its VR content development and publishing initiative. For more information on Vive, please visit <https://www.vive.com>.

WITH THANKS TO OUR SPONSORS:



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ABOUT THE UCLA ANDERSON CENTER FOR MEMES:

C E N T E R *for* M E M E S

MEDIA, ENTERTAINMENT & SPORTS

The Center for Management of Enterprise in Media, Entertainment & Sports provides students with the world class academic resources and network that are essential to manage and thrive in increasingly complex industries.

As the leading center for business thought leadership in media, entertainment & sports, MEMES provides the academic foundation and relevant industry perspective to manage and thrive in an increasingly complex business environment. We offer:

Academic Excellence

A unique teaching model that partners world-class faculty and leading industry executives to deliver a wide range of courses that bridge academic theory and practical application. Students have the opportunity to engage in real-world projects with leading media, entertainment and sports companies, providing hands-on, valuable experience.

Unparalleled Access

UCLA Anderson is at the epicenter of media, entertainment, sports and digital technology. From the classroom to conferences and beyond, we offer access to the companies, executives, and thought leaders that are shaping the future of the industry.

Thought Leadership

UCLA Anderson's faculty leads the charge on impactful research, cutting-edge courses and innovative programming, focusing on new ideas for how the industry can solve today's business challenges.

Alumni Network

Students have access to a diverse network of alumni who are shaping the future of media, entertainment & sports. Anderson Alumni are dedicated to the development of student knowledge and career success.

AGENDA

8:30 - 9:15 am

Check-in & Workshops (Exhibits Open)

WORKSHOP I: *Building Great VR/AR Products: the Art of Product Management for Emerging Tech* – with **Sami Ramly**, Product & Program Lead Virtual Reality, **WEVR**

WORKSHOP II: *From Funding to IPO Journey: How VCs Find, Filter and Select Companies* – with **William Hsu**, Managing Partner, **Mucker Capital**

9:30 - 9:35am

Opening Remarks: **Jay Tucker**, Executive Director, Center for Media, Entertainment & Sports, **UCLA Anderson School of Management**

9:35 - 10:00am

Opening Keynote: “LeVRage” - **John D Canning**, VP of Interactive Experiences, **NBCUniversal**

10:00 - 10:45am

Fireside Chat: *Are You Ready? How VR Will Change Everything*

Thomas Gewecke Chief Digital Officer and Executive VP, Strategy and Business Development, **Warner Bros.**

Zak Penn, Screenwriter, *Ready Player One*

MODERATOR: Mali Kinberg, Professor, **UCLA**

10:45 - 11:10 am

Innovation Spotlight: The Future of Training and Empathy
Vinay Narayan, Executive Director, VR, **HTC Vive**

11:10 am- noon

Virtual Hollywood: VR, AR, and the future of Media

Ted Schilowitz, Futurist in Residence, **Paramount Pictures**

Jake Zim, Senior Vice President, VR, **Sony Pictures Entertainment**

Jason Turner, Chief Business Officer, **The VR Company**

KyMBER Lim, Chief Creative Officer, **Holor**

John D Canning, VP of Interactive Experiences, **NBCUniversal**

MODERATOR: **Jay Tucker**, **Center for Media, Entertainment & Sports**

Noon - 1:10 pm

Lunch & Exhibits

Massive Mentoring: Participants in Massive Mentoring can pitch VR concepts to a panel of experts and get instant feedback

1:10 - 1:45 pm

Fireside Chat: **Clint Kisker**, Co-Founder, **Madison Wells Media/MWM Immersive** (formerly Reality One)

1:45 - 2:30 pm

Betting on the Future: Investment & Startups in Virtual/Augmented Reality
Mariana Acuña, Chief Product Officer & Co-Founder, **Opaque Studios**,
Brad Allen, Executive Chairman, **Next VR**
Marco DeMiroz, Co-founder & Gen. Partner, **The Venture Reality Fund**
William Hsu, Managing Partner, **Mucker Capital**
David S Lee, Chief Strategy & Operations Officer, **Spatialand**.
MODERATOR: Sarah Fergusson Chambless, Partner, **Manatt**

2:30 - 3:00 pm

REAL(ity) IMPACT: Changing the world, One Experience at a Time
Emily Cooper, Virtual Reality Director & Producer
Jenn Duong, Co-founder, **Women in Virtual Reality** and **SH//FT**
Georgia Van Cuylenburg, Founder, **Arts Bridging the Gap**
MODERATOR: Bhavna Sivanand, Executive Director, Impact@Anderson,
UCLA Anderson School of Management

3:00 - 3:45 pm

The Business of Storytelling: Opportunities & Challenges for VR Content Creators
Travis Wu, Co-founder & Storyteller, **LumiereVR**
Chuck Tsung-Han Lee, VP/Co-Founder, **Construct Studio**
Peggy Chung, Creator/Co-Founder, **Gadget-Bot**
Pete Blumel, CEO, **The Rogue Initiative**
MODERATOR: Lynne Cheng, Product & Community, **HTC Vive**

3:45 - 4:30 pm

Other People's Money: Partnerships, Marketing & Sponsorship
Ian Forester, CEO, **VR Playhouse**
Angela Haddad, Virtual Reality Creative Director, **OneThirdBlue**
Jonny Peters, Founder, **Gaze Coin**
Timaj Sukker, Director of Content Partnerships, **Jaunt VR**
John Montgomery, CCO, **R+R Partners**
MODERATOR: Lea Kozin, VP Marketing & Partner Outreach, **Holor**

4:30 - 5:30 pm

The Business of Technology: Hardware, Tools & the User Experience
Sally-Anne Kellaway, Creative Director, **OSSIC**
Neil Parris, AR/VR Content Partnerships, **Google**
Ian Phillips, Sr. Program Manager, **HTC Vive**
Jennifer Rundell, Co-Founder, COO, **Positron**
Steve Raymond, CEO, **8i**
MODERATOR: Jay Samit, Vice Chairman, **Deloitte Digital**

5:30 pm

Closing Remarks (exhibits open until 6pm)

YOUR HOST:



Jay Tucker @DATASHOGUN

Executive Director, Center for MEMES

UCLA Anderson School of Management

Jay Tucker is a marketer, educator, and technology leader with over 20 years of experience in the technology, academic and entertainment sectors. At UCLA's Center for Management of Enterprise in Media, Entertainment and Sports (MEMES), Jay is responsible for the Center's vision, thought leadership,

educational offerings and major events - including the annual PULSE conference. In this role, Jay has forged powerful partnerships with Hollywood studios, technology innovators, and executives from the sports and music industries in order to identify the trends and opportunities that will shape the industry.

Previously, Jay handled marketing and programs at the Institute for Communication Technology Management (CTM) at USC's Marshall School of Business. In that role, Jay founded Silicon Beach @ USC, a two-day event featuring a venture competition and a conference focused on innovation, investment, and new ventures related to technology and digital content. He also partnered with executives at OgilvyRED to re-launch their Verge Summit, and with Variety magazine to launch the first-ever Big Data Conference in partnership with PwC.

As a seasoned technology leader, Jay is passionate about helping executives and entrepreneurs embrace disruption, drive innovation, and build powerful solutions. He advises The Hollywood Post and Ambiz Angels and actively supports the Silicon Beach community in Southern California. Jay has taught courses on technology management, technology convergence, digital media, and media literacy to professionals at corporations and non-profit organizations. He also speaks at academic and industry events, covering digital technologies and media, technology start-ups and other topics.

MORNING WORKSHOP INSTRUCTOR/CONFERENCE ADVISOR:



Sami Ramly @SamiRamly

Product & Program Lead Virtual Reality

WEVR

Sami Ramly is a VR/AR Product Lead and member of the select Product Leaders group at Product That Counts in Silicon Valley. He is currently the VR Product

Management Lead at Wevr, the renowned VR startup specializing in producing and distributing award-winning VR experiences (2 out of 10 Best VR of 2016 according to TechCrunch). Sami heads the Product efforts for Transport, the native network for VR creators and their audience. Previously, he worked in Product on 3D Printing & 3D Scanning at Microsoft, where he shipped Microsoft's first 3D Scan app for Windows 10. He also held several other roles in engineering, business and product management at Silicon Valley startups and accelerators, including StartX.

Sami is a VR/AR Mentor & Faculty at VRARA, as well as a Mentor at Stanford, UCLA, SIGGRAPH, LIFE, LebNet and others. He has co-authored an IEEE publication and has spoken about VR & AR at CES, Digital Hollywood, Plug & Play, Hero City, UC Berkeley, UCLA Anderson, Otis, and many VRARA events. He also sits on the Executive Board of Predictera, the VR Advisory Board of UCLA Extension School's Product Management Program, the Advisory Board of USC Marshall's Entrepreneur and Venture Management

Association, and the Advisory Board of Rabbit Hole VR, Stanford's VR/AR maker community, featured in Business Insider as a place where "the next big thing in VR could come".

PRESENTER BIOS (in order of appearance):



John Canning @mediasherpa

VP of Interactive Experiences

NBCUniversal

mediaSHERPA represents 20+ yrs of career that has spanned the technology and methodology for creating and delivering media, games and interactive experiences from concept to consumer devices.

John has endeavored to help companies and causes not only tell their stories through dynamic media but also leverage disruptive and transformative technology to maximize the impact.

He currently serves as the Chairman of the New Media Council for the Producers Guild of America representing the interests of producers of broadband video, games, transmedia, iTV and VR/AR content to the entertainment industry.

John is also the VP Interactive Experiences for NBC Entertainment Digital where he develops native interactive experiences be they 2nd screen, social media or virtual reality for some of the largest shows on TV such as The Voice, Americas Got Talent, Blindspot, Blacklist and more.

On the production side, John Canning has filmed, photographed and produced in some of the most beautiful and remote locations in over 6 continents covering stories in more than 60 countries for on-line, broadcast, film and print outlets. He latest project was the full length documentary and digital site "Doing Jewish: A Story from Ghana"



Zak Penn @zakpenn

Screenwriter

Ready Player One

Zak Penn's is the screenwriter for the upcoming film, Ready Player One. His career began as a screenwriter when he sold his first script, Last Action Hero, at the age of twenty-three. Since then, Penn has become known for his work

on numerous films based on Marvel comics, including X-Men 2 and X-Men: The Last Stand, The Incredible Hulk, and The Avengers. He has also dabbled in other genres, writing scripts for disparate films such as P.C.U., Behind Enemy Lines and Suspect Zero.

Penn's shift into independent cinema began when he collaborated with his idol, Werner Herzog, on the script for Rescue Dawn. Penn directed and co-starred with Herzog in Incident at Loch Ness, his award-winning "hoax" documentary about the legendary director's attempts to make a film about the equally legendary monster. The Grand, Penn's second completely improvised film, was his third film with Herzog, and featured an eclectic cast including Woody Harrelson, David Cross, Ray Romano, Cheryl Hines, Dennis Farina and Gabe Kaplan.

In addition, Penn co-wrote the original story for Antz and produced the animated film Osmosis Jones. His first foray into television was the critically acclaimed Syfy Channel original series "Alphas" starring David Strathairn. His most recent endeavor was video game documentary Atari: Game Over, which recently premiered on Xbox Live.



Thomas Gewecke @tbrenn55

Chief Digital Officer and Executive Vice President, Strategy and Business Development

Warner Bros. Entertainment

Thomas Gewecke serves as Chief Digital Officer and Executive Vice President, Strategy and Business Development, and is responsible for driving the

Studio's worldwide digital growth, managing its global business strategy, including its M&A and investing activities, and leading its worldwide technology efforts. Gewecke is charged with oversight and coordination of the Studio's various digital strategies to maximize the value of Warner Bros.' content across all current and emerging digital exhibition platforms. Additionally, he oversees the Studio's Corporate Business Development and Strategy, Technology, Content Protection and Anti-Piracy groups.

Since assuming his current post in 2013, Gewecke has led the teams responsible for identifying, analyzing and securing a number of transformational transactions across the company. Among these deals are the 2014 acquisition of Eyeworks, which exponentially expanded the Studio's international TV production capabilities; the 2015 founding of Flagship Entertainment, a film production and distribution joint venture between Warner Bros. and China Media Capital; the acquisition of the Machinima gamer network and DramaFever OTT service, leading to the 2016 launch of Warner Bros. Digital Networks Group to expand the company's overall direct-to-consumer business; a strategic investment in HOOQ, a streaming service in five southeast Asian countries; the company's partnership with Fandango (merging Warner Bros.' Rotten Tomatoes and Flixster with Fandango for an ownership stake in the newly combined company); and various investments in emerging technologies, including AR and VR.

Additionally, Gewecke serves as Warner Bros.' lead executive on the company's integration to AT&T, which acquired Time Warner, Warner Bros.' parent company, in October 2016 (with deal projected to close in 2017).

Prior to his current role, Gewecke served as President of Warner Bros. Digital Distribution, a position he had held since January 2008. Under Gewecke, WBDD expanded its global footprint to make the Studio's movie and television content available for transactional purchase in every major market, through more than 100 digital retail partners, and was consistently recognized as a leader and innovator in the distribution of digital content.

WBDD led the industry in offering On Demand movies day-and-date with DVD release, bundling digital copies with new physical releases worldwide and making movies available directly to fans through new channels, including Facebook and as international "App Editions" on the iOS platform. To expand consumer access to the Studio's vast library, WBDD launched Warner Archive, now a part of Warner Bros. Digital Networks Group, a groundbreaking service that makes more than 1,000 "out of print" classic movie and TV titles available online and through manufacturing-on-demand technology. The division supported the record-breaking 2013 Kickstarter campaign for the Veronica Mars feature film, which it distributed in 2014. Gewecke also oversaw the Studio's May 2011 acquisition of Flixster and Rotten Tomatoes.

Gewecke joined WBDD from Sony BMG Music Entertainment, where as Executive Vice President, Global Digital Business he was responsible for worldwide digital business development efforts and oversaw the creation of new digital ventures. In addition, Gewecke oversaw the company's online advertising, digital long-form video and direct-to-consumer commerce businesses, and led its expansion into the U.S. off-deck mobile market.

Prior to Sony BMG, Gewecke was Senior Vice President of Business Development in the Digital Services Group for Sony Music Entertainment, Inc., where founded and led its mobile business, building a leading

market position for the company, launching the industry's first U.S. master ringtone offering in mid-2003 and becoming the only record label to create and operate a major U.S. on-deck, direct-to-consumer mobile storefront. Gewecke also supervised Sony Music's interest in certain digital media investments.

Gewecke also held the position of Publisher of the PC World Online Network at International Data Group, a leading publisher of print and online technology magazines. During his tenure with the company, he built IDG's largest online publishing division and oversaw the launch of multiple internet properties. He also played a major role in the development of IDG's overall digital strategy.

Gewecke graduated magna cum laude from Harvard College in 1991 with a bachelor's degree in social studies.



Dr. Mali H. Kinberg @mhkinberg

Visiting Professor

UCLA School of Theater, Film & Television

Dr. Mali Heled Kinberg has expertise in foreign film sales and distribution with more than 15 years of experience in the foreign side of the film business. After obtaining her B.A. and M.A. at the University of Pennsylvania (Summa

Cum Laude, Phi Beta Kappa), Dr. Kinberg attended Cambridge University (St. John's College) on a Thouron Fellowship where she completed a Ph.D. in English Literature with a dissertation on James Joyce and Virginia Woolf. She ran the international division at Mandate Pictures for 6 years, overseeing the sales, financing, delivery and foreign distribution of approximately 10-12 films per year, including box-office successes like Juno and The Grudge. Dr. Kinberg left to become EVP, Head of International at Media Rights Capital and worked on films including Ted and Bruno. She sits on the Board for the Kelly Writers House at the University of Pennsylvania and the Center for Talented Youth at Johns Hopkins University. She has been teaching International Film Finance and Distribution at UCLA for five years now and consults for various companies investing in the entertainment space.



Vinay Narayan @Vinay_Narayan

Executive Director, VR

HTC Vive

Vinay Narayan is the Executive Director of VR for HTC VIVE overseeing the commercialization and market growth strategies of VR. He's also Board Member and Adviser to a host of VR and AR focused companies, associations, and

institutions. As a frequent speaker and sounding board for the community, he's always on the look out how to expand the ecosystem and equally as important, how to create a path of profitability for the industry.

Vinay's advice for VR startups: It still takes good business fundamentals and a deep understanding of what good VR is to create something meaningful. Know the history and ecosystem of VR, but most importantly really define what your customer needs.



Kymber Lim @kymber_lim

CCO + Head of Studio

Holor

As an award-winning VFX producer and consultant, Kymber Lim has been developing relationships with content creators and brands in entertainment for the past two decades. Along with having run two successful visual effects facilities at Psyop and Digital Domain as an expert in 70mm stereoscopic

IMAX 3D, Lim is also an accomplished consultant to the Korean media community and served as lead VFX consultant on renowned director Bong Joon-ho's *The Host*. She co-founded Holor (pka Cryworks) in 2015, where she contributes expertise in business development, Hollywood/Asia relations and VR production as CCO and Head of Studio. In addition to creating content for global brands, Holor is helping to shape the way people interact and share 360/VR experiences. Recently, Holor Studios gained unprecedented behind-the-scenes access on the set of *Transformers 5* with director Michael Bay to capture world-first VR footage.



Ted Schilowitz @VirtualTedS

Futurist

Paramount Pictures

Ted spends his time in a couple of unique roles in the motion picture industry.

As the futurist at Paramount pictures, Ted works with studio leadership and technology teams at Paramount / Viacom, exploring forms of new and

emerging technologies, with an emphasis on Virtual Reality and Augmented Reality. In his role as Chief Creative Officer at Barco Escape, Ted is spearheading a project that is focused on the future of next generation immersive cinema experiences. Initial tent pole movie successes in partnership with 20th Century Fox and Paramount / Bad Robot, have resulted in successful runs in the Escape 3 screen cinema format on the *Maze Runner* movies and *Star Trek Beyond*.

Prior to joining Paramount, Ted was the Futurist at 20th Century Fox, where he worked on the evolving art, science and technology of advanced interactive visual storytelling. He was part of the creation team for the *Martian VR* and *Wild VR* experiences, which premiered at CES and Sundance as groundbreaking projects that pushed the envelope of Virtual Reality.

Ted was an integral part of the product development team at RED Digital Cinema as a founding member and the company's first employee. The Red One and Epic cameras have made a significant impact on the Motion Picture Industry, with many of the world's biggest movies now being shot with these ultra high resolution digital movie cameras.

Ted is one of the founders and creators of G-Tech product line of advanced hard drive storage products. As one of the most recognized brands in that industry, they are implemented worldwide at the highest levels on cinema, episodic television, sports and news production.

Before being part of the founding teams at RED Digital and Cinema and G-Tech, Ted was on the team that developed and launched the Macintosh desktop video division of AJA Video Systems, creating professional video products in tandem with Apple. These products are used on a massive scale worldwide for video production and post at the highest levels, on many of the world's biggest movies, TV series and sporting events.

Ted has presented worldwide at numerous conferences on the advancements in next generation visual experiences for the movie, television and interactive entertainment industries. He's been featured in Wired, Variety, NY Times, LA Times, Wall Street Journal, Fast Company, The Hollywood Reporter, Variety, NBC, CNET, Studio Daily, Videography, Film and Video, DV Magazine, TV Technology, HD Video Pro, Engadget, Gizmodo, Millimeter, American Cinematographer, MacWorld, Post Magazine, Popular Science and countless other publications discussing his areas of passion and exploration.



Jason Turner

Chief Business Officer

The Virtual Reality Company

Jason Turner is VRC's Chief Business Officer, responsible for managing the company's global business development programs, strategic partnerships, and distribution channels for premiere VR experiences and franchises.

Jason is an accomplished executive with more than 15 years experience in the entertainment and digital media industries. Most recently, Jason was a partner at the executive search firm Safire Partners, where he directed the effort to place top talent with leading companies in the gaming, VR, and entertainment industries. He also served on the senior leadership team at Playboy Enterprises heading up the Digital Ventures group, helping to nearly double revenue to more than \$75 million.

Jason's extensive experience in senior business development includes roles as VP of Commercial, Gaming and Live Events for Endemol Worldwide Brands, VP of Distribution and Sales for Agility Studios, and Executive Director at FremantleMedia Enterprises. He is an advisor for several startups and is a regular speaker at gaming and digital entertainment industry events.



Jake Zim @jakezim

Senior Vice President, Virtual Reality

Sony Pictures

Jake Zim is the Senior Vice President of Digital Marketing for Sony Pictures Entertainment Worldwide Marketing and Distribution. Zim leads the team overseeing the strategy and creative direction for the digital campaigns across

Sony Pictures' slate of films. During his tenure at Sony, Zim has focused on the digital creative supporting over 75 projects, including Angry Birds, The Walk, Captain Phillips, and Skyfall, among others. Zim has shepherded recent virtual reality projects at Sony Pictures including the Goosebumps Virtual Reality Adventure which, in partnership with the motion systems leader D-Box, was a hybrid of visual virtual reality and physical motion chair technology.

Prior to joining Sony, Zim was Vice President, Digital Marketing at Twentieth Century Fox charged with overseeing the development and execution of Fox's online, web and mobile marketing campaigns for domestic theatrical releases. He led the digital marketing strategy for Avatar, including the record-breaking launch of the trailer on Apple Trailers, which received over 4 million streams in 24 hours.

Jake Zim graduated with a B.A. in History from the University of California at Berkeley where he was also a member of the 1998 MCLA National Championship Lacrosse Team. He received his MBA from the University of Southern California's Marshall School.

MASSIVE MENTORING, aka 'Dolphin Tank'

Over the lunch hour, we are hosting a very special experience for attendees who have VR business concepts to pitch. Our Massive Mentoring session will allow pre-registered attendees to pitch their idea to a panel of experts and get instant feedback on next steps, resources, key assumptions to be resolved, and more.

Thanks to Our Industry Experts:

Marco DeMiroz, Co-founder & General Partner, **The Venture Reality Fund**

Kimberly Cooper, Co-Founder & CEO, **Prologue Immersive**

Cathy Twigg, Chief Production Officer, **The Rogue Initiative**

Ted Schilowitz, Futurist in Residence, **Paramount Pictures**

Mariana Acuña, Chief Product Officer, **Opaque Studios**

Kevin Winston, Founder, **Digital LA**

Tommy Honton, Writer and Game Experience Designer

Louisa Spring, Founder of SAM immersive, Producer and Entrepreneur

Robert Simmons, Co-Founder, **Gadget-Bot Productions**



Clint Kisker @ckisker1

Co-Founder & President, **Madison Wells Media**

Co-Founder, **MWM Immersive (formerly Reality One)**

MWM was founded by Gigi Pritzker in partnership with Clint Kisker in 2015 and was named one of Fast Company's Top Ten Most Innovative Companies in Hollywood for 2017.

The company empowers talent to create bespoke storytelling across film, TV, immersive VR/AR content and in live theater, including 2016's Golden Globe and Academy Award Best Picture nominated *Hell or High Water*, Tony award winning musical *Million Dollar Quartet*, Ron Howard directed television drama *Genius* (Fox21, NatGeo April 2017), as well as Jon Favreau's magical *Gnomes & Goblins* VR universe, winner of Best Overall Experience at Cinequest 2017, which the company created in partnership with WEVR. MWM currently consists of three individually branded operating divisions: OddLot Entertainment (film/TV), Relevant Theatricals (live theater) and Reality One (immersive media). MWM is also a strategic investor, with a portfolio of holdings in companies including STX Entertainment, Wevr, Fandor, Atom Tickets and The Void.

Mr. Kisker has been a leader in media and entertainment finance for more than 10 years and was recognized by Daily Variety as a "New Leader of Hollywood" in 2011 and a "Global Impact Financier" in 2013.

Previously, Mr. Kisker served as Executive Vice President, Business Development at Legendary Entertainment where he led the company's acquisition and corporate development activities aimed at building out interests in digital media, virtual and augmented reality content, and sports. During his time at Legendary, Mr. Kisker established the company's mixed reality content division including launching virtual and augmented reality content with Magic Leap, Microsoft, Google, Samsung and others as well as investments in companies such as Chris Milk's VRSE. He also oversaw investments in early stage digital content and technology companies such as Fahlo (now BKSTG), a social media and fan engagement platform developed out of a need for innovation within the fan club model, and The Players Tribune, a digital sports content platform which Legendary founded in partnership with Derek Jeter.

Prior to his role at Legendary, Mr. Kisker served as a Director of Screen Capital International (SCI) from 2009 to 2014, where he oversaw new business development, debt capital markets, and portfolio investments. Mr. Kisker was responsible for SCI's expansion into sports where in 2010 he advised Chip Rosenbloom, the owner of the NFL's St. Louis Rams, on his sale of the team. In addition, he helped launch SCI affiliate RSN Partners, a company capitalized in partnership with ABRY Partners to acquire and exploit live sports media rights. Mr. Kisker also led RSN Partners bid, in partnership with the Disney family, to acquire the Los Angeles Dodgers.

Prior to joining SCI, Mr. Kisker served as Chief Financial Officer for Element Films, a subsidiary of Sam Nazarian's SBE Entertainment Group, where he oversaw day to day operational and financial management of all aspects of the film production business. Prior to joining Element, Mr. Kisker served from 2004 to 2007 as Director of Finance for Summit Entertainment, where he was responsible for helping to structure individual picture financing for Summit's in-house productions, co-productions, and acquisitions. While at Summit, helped structure more than US\$800mm in debt and equity capital for Summit in a sale/recapitalization transaction lead by Merrill Lynch.

Mr. Kisker holds a Bachelor of Arts degree in Asian Studies from Cornell University and also attended Beijing University in China.



Mariana Acuña @Da_VFX_Chick

Co-Founder/Chief Product Officer

Opaque Studios

Mariana is a technologist, connector and entrepreneur. During her years at The Foundry she focused on virtual reality post-production workflows, as well as being the Head of Product Specialists in the Americas. She was instrumental

in the launches of ExploreVR (a hub for sharing industry insight in VR content production) and Cara VR, the 360 video plug-in for Nuke. Mariana was a pioneer in her home town Mexico City, where she founded the first VR and 360 video production and branding agency - JoltVR.

Most recently she co-founded Opaque Studios, where she leads the roadmap for new and existing technology developing tools for Virtual Production using Virtual Reality, transforming the way film making is done today. She was recently named one of the 10 Virtual Reality Innovators to watch by Variety.

Mariana has also enjoyed multiple speaking engagements either as a panelist or moderator. Prior to her switch into tech, she worked as an on-set VFX supervisor & senior digital artist, and has over 13 years' experience in the motion picture industry working at such studios as Sony Imageworks, CIS Hollywood, Digital Domain, HBO, Columbia Pictures and Fuse FX.



Brad Allen

Executive Chairman

NextVR

Leading NextVR's capital growth and partnerships is Brad Allen, Executive Chairman. Brad brings over 30 years of international finance and business development experience to accelerate NextVR from industry pioneer into industry leader.

Tasked with capital development, partnerships, and financial outreach, for Brad NextVR is "like putting together a 10,000 piece puzzle." Yet through all the complexity, Brad was able to connect NextVR with the major players of sports and entertainment, inking multi-year partnerships with the NBA, FOX Sports, the ICC Champions Cup, and Live Nation, commitments unheard of until now. And more to come.

Brad has years of experience raising capital and scaling companies while working at major investment firms from New York City to Los Angeles to Hong Kong. Brad has created relationships in Asia, which have fostered deep interest in NextVR throughout the region.



William Hsu

Managing Partner

Mucker Capital

William has spent his career as both an entrepreneur as well as an executive of a Fortune 100 company.

Prior to forming Mucker Capital, William was the SVP and Chief Product Officer of AT&T Interactive where he owned P/L, Product Management, Product Marketing, and UX responsibilities for all digital advertising initiatives for greater AT&T. In 3 years at AT&T Interactive, he doubled revenue to over \$1B and helped established AT&T Interactive as the 9th largest digital media company (ahead of Facebook), the largest digital local advertising company (ahead of Groupon), and the 2nd largest mobile advertising company (behind Google) in the U.S.

Almost 13 years ago, as a 23-year old, he was the founder and EVP of Product Development for BuildPoint – the leader in providing bidding management & marketplace services to the commercial construction industry. William helped the company grow to over 250 employees and raised over \$50M in venture capital. The company was acquired in 2004. In between, William has led product teams at eBay, Green Dot (GDOT), and Spot Runner.

William has a BS in Industrial Engineering from the Terman School of Engineering at Stanford University and a MBA from the Wharton School of University of Pennsylvania. William can be reached at william@muckercapital.com.



Marco DeMiroz @marcodemiroz

Co-Founder

The Virtual Reality Fund

Marco is the co-founder and a general partner of The Venture Reality Fund (The VR Fund), where he oversees the company's investments in early-stage virtual reality (VR), augmented reality (AR), and mixed reality (MR) startups. He has extensive experience in executive roles with leading technology companies and

in global investments. For more than ten years Marco has focused on strategic investments across media, entertainment, lifestyle, sports and technology with firms most recently with Evolution Media Capital (Evolution), where he led its investment in JauntVR. In addition to his role at The VR Fund, Marco actively advises numerous media and technology companies in the VR and AR sectors and has been collaborating in the formation of the Women in XR/WXR Fund.

Prior to joining Evolution, he served as president and chief executive officer of the leading mobile game studio, PlayFirst, which he sold to Glu Mobile (NASDAQ: GLUU) in 2014. Marco's previous exec roles included president and chief executive officer of Racktivity, and chief financial officer of General Magic, where he managed its Initial Public Offering raising over \$100 million, and worked alongside some of the most talented engineers and visionaries in Silicon Valley's history developing intelligent communications devices and technologies that were essential to today's smartphones, online communication and commerce.

Marco holds a Master of Business Administration from Carnegie Mellon University; a postgraduate Engineer degree in aeronautics and astronautics from Stanford University; a master's degree in mechanical engineering from San Jose State University; and a bachelor's degree in mechanical engineering from the United States Naval Postgraduate School. His postgraduate studies and research at NASA focused on mathematical modeling and digital control of helicopters, drones, and robotics.



David S. Lee @davidslee9

Chief Strategy & Operations Officer

Spatialand

David S. Lee is the chief strategy and operations officer of Spatialand. He is responsible for assisting with developing, executing, and sustaining the company's corporate strategic initiatives. Prior to Spatialand, David served as the vice

president of digital solutions strategy for Swrve where he helped enterprises federate data and orchestrate marketing insights with realtime campaigns. David joined Swrve through its acquisition of adaptiv.io, where he was the founder and CEO.

Additionally, David spent a over a decade in the online gaming industry cofounding Sleepy Giant in 2007 and serving as the Vice President of Infrastructure and Engineering at K2 Network. His notable game contributions include "2k Sports," "Animal Jam," "Call of Duty Elite," "Crime Craft," "Disney Infinity," "Dungeons and Dragons," "Margaritaville Online," "Pandora Saga," "Pokemon TCGO," "Seven Souls Online," "Skylanders," "Turbo," "UFC FightNight," "War Rock" and more. Before joining K2, David held various management positions at Managed Objects, later acquired by Novell, including overseeing engineering operations and product strategy. Prior to Managed Objects, he served as the director of technology for MCode Software, later acquired by Managed Objects. David also worked for Global Telecom Solutions Center, the research and development arm of Motorola's wireless and satellite infrastructure division. In addition, David cofounded and served as vice president of Vision Bridge Technologies Group.

Currently, David is a member of the Purdue University Academic Board and on the advisory board at Inversoft.



Sarah Fergusson Chambless @SiliconBeachEsq

Partner

Manatt, Phelps & Phillips, LLC

Sarah Fergusson Chambless is a partner with the corporate and finance practice group in the Los Angeles office. Sarah practices in the areas of start-up company

formation, early-stage finance, governance and compliance, intellectual property licensing, venture capital investment transactions and fund formation, and mergers and acquisitions.

Sarah advises emerging companies in the digital media, technology, consumer products, social enterprise and nonprofit sectors in issues related to company formation, corporate compliance and intellectual property licensing. She represents both emerging companies and venture capital investors in seed and venture capital financings (both equity and debt), and has represented buyers, sellers, issuers and investors in investments, business combinations and buyout transactions in the digital media, technology, consumer products and healthcare sectors. Sarah also has experience in the planning, structuring and formation of venture capital funds and joint ventures.

Prior to joining Manatt, Sarah taught elementary school in Compton, California, as a Teach for America corps member. She continues to represent special needs students on a pro bono basis in matters relating to access to free and appropriate public education and school discipline.



Emily Cooper @EmilyWCooper

Virtual Reality

Director & Producer

Emily Cooper is currently a freelance 360/VR Director, Producer, and Consultant. She is currently working on a narrative 360 project as a participant in Google's Jump Start Program.

Emily Cooper got her start in virtual reality at Robert Stromberg's The Virtual Reality Company as their first outside hire. During her time at VRC, Emily focused on live action Virtual Reality. She worked with multiple Grammy Award winning artists, olympic athletes, and notable studios. She directed the VR for the 2016 Interactive Emmy Finalist project, The World Cup of Hip Hop: Take Back the Mic. She also served as the Production Coordinator for "The Martian VR Experience", which was showcased at Sundance and CES, and Post-Production Coordinator for Lytro's 2016 short, "Life", which was premiered at NAB.

After VRC, Emily worked at Honor Media as their on-staff Producer + Director. She focused on docu-news, travel, and reality series. In her time at Holor, Emily covered the Dakota Access Pipeline, 2017 Inauguration, and the Women's March on Washington. Virtual Reality has proven to be the storytelling medium that marries Emily's love of theatre, literature, and film, while allowing for innovation. Emily feels passionate about the power of storytelling in Virtual Reality and looks forward to the new voices that will emerge from this next chapter.



Jenn Duong @jenndefer

Co-Founder

Women in VR & SH//FT

Jenn is a director primarily working in immersive technology and occasionally in traditional media. In 2015, she co-founded Women in Virtual Reality and SH//FT; an organization that highlights female and minority voices in storytelling.

She most recently was the Head of Virtual Reality at 1215creative, an LA production company, where she worked on a range of projects from post supervising Vice's Beyond the Frame: Chasing the Dream series to directing of Bank's VR Music Experience. Recently named in the top #25 in Onalytic's 100 Top Individual VR Influencers, she is also a Future of Storytelling Fellow (2016), a featured creator that piloted the Google Jump Start program, as well as one of LA Weekly's People of 2017. She has also spoken at numerous events ranging from SXSW to Advertising Week in New York.

Outside of VR, she is always ready to talk about Game of Thrones, Taylor Swift, and spontaneous life adventures.



Georgia Van Cuylenburg

Founder

Arts Bridging the Gap

Georgia has dedicated her life to creating solutions for those born into an unjust experience of our world and is honored and excited to spend every day combining her passion for humans, technology and philanthropy to create a thriving future for everyone.

She just completed a journey to India and Lebanon filming in 360 two parts of a three part VR documentary – Human by any other name. She is Owner of the production company I am Spartacus Entertainment that creates socially conscious positive content. She is a founding member of Girls Make VR – which, through her non profit, provide classes for underserved teen girls to learn VR content. She also produced the launches for the location based VR experience for the Walking Dead, John Wick and worked on the recent Blade Runner VR.

She is founder and executive director of the Non profit organization Arts Bridging the Gap that bring artists, educators and community organizations together to create arts education for children in underserved areas in order to improve their self-efficacy and academic results.

Georgia is heavily involved with many children's Non Profit Organizations as well as her own and is constantly infusing VR into their work to enhance donor and cause engagement.

She is a public ambassador for Alopecia Awareness, poverty & homelessness issues and education for children . She volunteers weekly with the LA Mission, Children's Hospital of LA and the Gabriella Foundation and volunteers regularly with a number of other amazing changemaking organizations. She also serves as a junior executive board member for CSLA.

Georgia has used art in a very personal way to create change in a very public way. Her theatre production readMylips. . . was awarded the Tattersal's Enterprise and Achievement Award for stopping the silence surrounding Eating Disorders in Australia. Her award winning movie about her journey with Alopecia – Baby Let Your Hair Hang Down has been featured on ABC's 2020, Huffington Post, the AOL homepage, KTLA and numerous film festivals.

Georgia continues to speak to, mentor, teach and tutor an average of 100 children every week. She has been working with kids in these numbers, in these capacities and with an ever-growing passion for their happiness and growth for over 12 years.



Bhavna Sivanand

Executive Director

Impact@Anderson

Bhavna is helping UCLA Anderson launch a new Center for Impact to engage students, alumni and the social impact community in shaping the future of this changing landscape. Through the development of core competencies, thought

leadership and collaborative programs, we aim to educate the next generation of leaders to be social change makers.



Pete Blumel @peteblumel

CEO

The Rogue Initiative

Blumel is an award winning veteran producer with over 22 years of experience in feature film, animation, VR and AAA interactive production contributing to some of the biggest entertainment properties in the world.

As CEO and Creative Director, he oversees all stages of development and production of the studio's slate of film, tv, interactive and VR & AR projects. He has developed and sold television shows to major studios and before founding The Rogue Initiative served in a key producer role at Activision's Infinity Ward game development studio where he became intimately involved in the creation and production of the CALL OF DUTY: MODERN WARFARE series and GHOSTS video games for over 8 years.

Prior, he spent nearly 11 years at Dreamworks SKG, first on animated features PRINCE OF EGYPT and SHREK then later at Amblin Entertainment where he was involved with blockbuster films such as THE ISLAND and TRANSFORMERS.

Blumel is an active guest speaker most recently at Casual Connect, Digital Hollywood, Game Feté, Tech Open Air and Red Stick International Festival, and has been interviewed by The Hollywood Reporter, Bloomberg, VR Focus and other video and print news channels. Pete's also very involved in the academic community applying his expertise and industry relationships to the advancement of art, technology and science in high school and college curriculums in collaboration with USC, LSU and Stanford, among others.

He's currently an advisor to the State of Louisiana's Economic Development Division, LSU's Digital Media Arts program and two Asia-based tech & entertainment startups.



Lynne Cheng @ChasingCaviar

Product

HTC Vive

Before joining the VIVE team, Lynne worked with various education nonprofits including AmeriCorps, KIPP Public Charter Schools and Girls Who Code. She has passion for technology where it meets education, learning, and diversity

initiatives. She has made it her mission to forward diversity and inclusion in the VR industry by encouraging conversation from diverse backgrounds in the shaping and development of virtual reality. Her favorite VR experiences include Allumette, Space Pirate Trainer and Tilt Brush.



Peggy Chung @pegchung

Creator/Co-Founder

Gadget-Bot

Peggy Chung is also Creator and Co-Founder at Gadget-Bot Productions. An Art Center College of Design graduate, she has worked as a Concept Designer on a variety of films, games, commercials and virtual reality projects, including

Guillermo Del Toro's Pacific Rim and AAA game, Call of Duty: Black Ops 3. Currently, Peggy is writing and directing Gadget-Bot's latest film production, Konnexion, as well as developing new projects for virtual reality. See her work at Gadget-Bot.com.



Chuck Tsung-Han Lee @chuck2Lee

VP/Co-Founder

Construct Studio

Construct Studio is a team of veteran VR developers, best known for the critically acclaimed VR experiences "The Price of Freedom" and "Imago". They're using their expertise and in-house toolkit "Vera" to empower other artists and developers to

build an interactive VR/AR world within a day.

Chuck is an entrepreneur and a VR/AR evangelist. He worked at Microsoft XBOX RSM team and the pioneer VR content company Wevr. He was also the project lead for Narrative VR Film Imago and Mixed Reality game Garden. Chuck is now the VP and Head of Business Development at Construct Studio.



Travis Wu @LumiereVR

Co-founder & Storyteller

LumiereVR

Travis co-founded LumiereVR with the determination to bring empathetic cinema to life through Virtual Reality. He uses his background in computer science to build tools and softwares that empower and challenge filmmakers to explore new

depths with this new medium. Now LumiereVR not only employs a suite of production tools and workflow, but are also partnering with artists and corporations setting up VR theaters across the United States to make VR content available to the general public.

About the Company:

LumiereVR is a cinematic VR company focusing on the production and distribution of 360/VR content. Our production house currently work with science writers and researchers to create education focused, mission driven stories, while our distribution team partner with venues with high foot traffic around the country to bring VR content directly to users in form of VR Theaters.



Ian Forester @ianforester

CEO

VR Playhouse

Ian Forester is the CEO and Co-Founder of VR Playhouse, a VR creative studio based in Los Angeles. Working in Chicago theater instilled in him a passion for creating transformational experiences that drove him to develop, direct, and perform

in dozens of new plays and immersive events in Chicago, New York, and Los Angeles.. After winning LA Weekly's Award for Best Direction in 2008, he served as the Artistic Director of Needtheater in Los Angeles from 2011 until his first encounter with an HMD in 2014.

That summer, he and a group of friends started VR Playhouse to create transcendent experiences in digital space, and they quickly grew into one of the top content makers for VR. What started in his spare room by a handful of friends is now a premiere provider of production services for 360 and volumetric video, computer animation, and interactive content for VR and AR. Since founding in 2014 Ian has produced or directed many of VR Playhouse's 60+ projects, including the world's first ever 360 lightfield production, VR content for 10 of Fortune's 100, festival selections for Sundance and Cannes, and award winning original work for SXSW.

He is a member of the Consumer Technology Association's Working Group for VR/AR, the Entertainment Advisory Board of RIT, and has been a panelist, presenter, or speaker at VRTO, SVVR, Siggraph, Digital Hollywood, The Ministry of Finance of the People's Republic of China, and SXSW. Podcast appearances include Kent Bye's "Voices of VR" and "It's All Happening" with Zach Leary, who said of Ian, "he may be poised to become one of the great thought leaders of our generation."



Angela Haddad @angelahaddad

Creator

One Third Blue

Angela Haddad is a VR Creative Director and artist based in Los Angeles. She is the creator of One Third Blue – a VR art studio creating marketing campaigns and fan-facing stories, serving brands in lifestyle, fashion, and beauty. One Third Blue

productions begin with watercolor and brushes and are animated for 360* VR. The concept was born out of the desire to maintain an authentic hand-painted artistic visual within a medium heavily saturated with 3D renders, while enhancing analog, 2D watercolor art & animation with an unexpected technology.

Prior to One Third Blue, Angela worked across the spectrum of VR on animation and stereoscopic live action, leading projects in production, post-production, direction and UI/UX design.

Angela's portfolio includes Marie Clair, Lionsgate, LiveNation, AlJazeera, and more. She holds a BA from UC Berkeley, is a Microsoft Creator Council artist, an Oculus Launchpad fellow and has co-authored an IEEE op-ed. She has been featured as SXSW, in BuzzFeed, VRScout and UploadVR, and has spoken at SAG-AFTRA, UCLA Anderson, VRLA, NAB and more.



John Montgomery

Chief Creative Officer

R+R Partners

The first brand channel on YouTube. The first user-generated content community for a brand (remember MySpace?). The most successful product launch in Nestle USA history (Butterfinger Cups). Multiple videos atop the AdAge Viral Video chart.

Earning a #1 slot as AdAge Small Agency of the Year. John Montgomery has been first so many times that even Michael Phelps is jealous.

John's pioneering career started in fashion and design, where he traveled the world creating artwork, curating exhibits, and designing fashion for brands such as Rampage, Dr. Martens, Hot Topic and E-POCH. Proving a gifted trendsetter and pop-culture innovator, John's attention turned to the digital world at the turn of the millennium, where his work for Universal, Honda, Nestle, Disney, Sony, and more, helped shape the social media landscape. After selling his company, Threshold Interactive, to Zealot Networks and spending the following years working in digital publishing, John joined R&R Partners as Chief Creative Officer, where he continues to create culture-shifting campaigns for some of the world's top brands.

A featured speaker in design schools throughout Los Angeles and at conferences nationwide, John is happiest when collaborating with smart, passionate people to disrupt everyday expectations and ways of thinking. When he's not working or spending time in the mountains with his family, you can find him surfing at his native Topanga Beach.

Relevant skills: Innovation, Digital, Design, Directing, Branding, Strategy, Storytelling

Irrelevant skills: Playing video games (FarCry Primal and Assassin's Creed), Playing mediocre guitar and ukulele, Euro League soccer (Go Barca!)

Favorite fashion creation: The “Wookie” sweater – a fur pullover made from a custom enzyme-washed upholstery fabric that is the ultimate waterproof skiing and boarding attire (who doesn’t feel bad-ass skiing in fur?)



Jonny Peters

Founder

Gaze Coin

Jonny is the Founder of Gaze Coin - a blockchain VR / AR token that monetizes gaze / eye tracking - the focus of an ICO taking place on November 13th. He is also the Founder of Dream Channel VR - a choose your own adventure VR series about

gangsters who buy and sell dreams on the black market. Audiences venture into an immersive world and discover that their dreams have been stolen too - also existing as a 90 minute VR feature. The film was selected to premier at the Cannes Film Festival in May. In 2010 Jonny did a Masters in Virtual Worlds where he wrote a blue print for the future of VR which included a road map for the creation of what is now known as Gaze Coin.



Timaj Sukker

Director of Content Partnerships

Jaunt Studios

Born in Ethiopia, raised in Rome and London, Timaj considers herself a global nomad who can jam with just about anybody.

Impassioned about music at an early age, she tracked down P. Diddy and the

Notorious B.I.G. on their first trip to London and was able to convince them to offer her an internship at Bad Boy Entertainment. After DJ’ing for many years in the New York spotlight, she went onto set up a music consulting company advising clients that included Gucci, Gap Inc., Cover Girl, Travel & Leisure and Nobu.

Timaj spent 8 years at Viacom handling music strategy & licensing. Currently, she is at Jaunt, the leading immersive cinematic experience company, handling content partnerships within the Business Development team.

She speaks 6 languages, holds a Bachelor of Science in Economics from University College London and an MBA from the Wharton School of Business, but unfortunately, none of this helps when waiting in line at Starbucks for her morning latte.

Timaj resides in Venice with her husband and vivacious 6-year old daughter. When she is not working, DJ’ing or solving inequality, she is secretly communicating with aliens to figure out what is next.



Lea Kozin @leakozin

VP Marketing & Partner Outreach

Holor

A champion of applying leading-edge marketing strategies across media and entertainment, Lea Kozin is a leading immersive media consultant, evangelist and connector. Passionate about the intersection of brand activations and

emerging tech (particularly VR/AR), she has a diverse marketing background spanning 15 years in tech, entertainment and action sports. Lea is a contributor to VRScout and Group Y (youth marketing collective), founder of the UCLA Anderson VR/AR Collective, and frequent speaker and event organizer in the space where tech, media and marketing meet. She has lent her expertise to projects involving major brands and studios. A member of the Digital Diversity Network Board of Influencers, Lea got her start in entertainment as an ASCAP singer/songwriter for film and television and holds an MBA from UCLA Anderson. She is based in Los Angeles and enjoys yoga, reading and spending time with family and friends.



Steve Raymond @steveray

CEO

8i

Steve Raymond is the CEO of 8i, a technology company that gives people the best way to connect with each other and express themselves through holograms in VR, AR and mixed reality. Prior to 8i, Steve co-founded Big Frame in 2011 and grew it to become a leading talent-management company and Multi-Channel Network

(MCN) for online video creators before it was acquired by AwesomenessTV/DreamWorks Animation in 2014. He has held numerous digital-media leadership roles at startups including Relegence, Musicmatch and Flux, as well as larger media companies such as Yahoo! and Comcast/NBC Universal. Steve has an MBA from the Anderson Graduate School of Management at UCLA and a BS in Mechanical Engineering from the University of Notre Dame. He is also a founding partner of Los Angeles Social Venture Partners and serves as a Director of GrowingGreat.



Sally-Anne Kellaway

Creative Director

OSSIC

Sally-anne Kellaway is the Creative Director at OSSIC, and is the biggest VR audio nerd you'll ever meet. This brings together some of Sal's favourite things - daydreaming, evangelising cool things, organising things and Audio Design for

VR. Sal is still riding the VR hype train because she believes VR is the future of entertainment, or the world in general. Sal is enabling this future by founding the Virtual Reality Content Creators network for Australia (VRCC_AUS) and communicating about the power of Audio in VR.

Sally presents at conferences worldwide about VR, the role of Audio in Virtual Reality, and research conducted from her Masters course in Audio and Acoustics and Diversity in STEAM fields. Sal has been named as one of MCV Pacific's Most Influential Women in Games, and in the MCV Pacific and the Develop 30 Under 30, as well as one of Variety's 10 VR Innovators to Watch.

About OSSIC:

Founded in 2014, The mission at OSSIC is to develop fully-immersive audio experiences that push the boundaries of what's possible. Our founding team is comprised of industry leaders in audio production, development, and engineering who have proven track records in developing world-class technology. OSSIC's first product is the OSSIC X. OSSIC X is the world's first 3D audio headphone that instantly calibrates to the listener. By pairing advanced 3D audio algorithms with head-tracking and individual anatomy calibration we deliver incredibly accurate 3D sound to your ears — no custom laboratory or setup needed.



Ian Phillips

Sr. Program Manager
HTC Vive

A computer electronics engineer, music producer, tech industry veteran and Virtual Reality specialist. With a keen eye on the customer experience and journey, he has consulted and contracted to top tech industry leaders from Microsoft, Xerox,

Verizon, Google, Valve, to major retailers to healthcare giants such as Kaiser Permanente, Blue Cross Blue Shield, and many more. His current focus with HTC VIVE has been on improving and commercializing VR products, alongside developer/partner support in multiple industries and widening the lens on the VR content ecosystem. He spends much of his free time looking for ways to further connect VR and the music industry, bringing together multiple forms of art to create greater immersive experiences.



Jennifer Rundell

Co-Founder/COO
Positron

Jennifer is the COO and Co-Founder of Positron, a company that is focused on delivering Premium Cinematic VR solutions. She is a veteran in building cross-discipline teams for companies of all sizes and loves bridging technical, creative and business minds to launch products that customers love. She brings a passion

for building beautiful functional VR products and is obsessed with creating the most joyful and comfortable way to experience VR.

Jennifer has been a leading champion of the location-based VR movement and created the world's first motion VR Theater at SXSW 2017. Positron integrates motion and haptics into the VR experience through their comfortable fully integrated VR chair, Voyager. She is currently working to bring the renowned Voyager experience to worldwide audiences.



Neil Parris @NeilParris

AR/VR Content

Google

Neil Parris leads Google's AR / VR content efforts across the entertainment vertical, partnering with world-class IP owners and talent to develop and distribute innovative content experiences across Google's platforms.

Before joining the Daydream team, Parris led entertainment partnerships for Google's Consumer Apps Marketing group and oversaw major content/marketing partnerships with Disney, Warner Bros., Netflix, Fox, ABC and others.

Prior to Google, Parris worked at EQAL, an early pioneer in the YouTube/social/influencer space (later acquired by Everyday Health), Edelman (in their branded entertainment division) and 8+ years in the film business as a creative executive.

Parris is a member of the TV Academy and serves on the Digital Strategy Committee. Parris holds a bachelor's degree from University of Pennsylvania and an MFA in Film / TV Producing from the University of Southern California's School of Cinematic Arts' Peter Stark Program.



Jay Samit

Vice Chairman

Deloitte Digital

Jay Samit serves as the Independent Vice Chairman for Deloitte Digital and focuses on providing Virtual Reality, Augmented Reality and Mixed Reality solutions for corporate and public sector clients. Samit has more than 30 years experience in

digital transformation and is widely recognized as one of the world's leading experts on disruption and innovation. His international bestseller *Disrupt You! Master Personal Transformation, Seize Opportunity and Thrive in the Era of Endless Innovation* has been translated into six languages.

Described by *Wired* magazine as "having the coolest job in the industry," Samit helped grow pre-IPO companies such as LinkedIn, held senior global management roles at EMI, Sony and Universal Studios, pioneered breakthrough advancements in mobile video, internet advertising, ecommerce, social networks, ebooks, and digital music that are used by billions of consumers every day. An adjunct professor at USC, Samit teaches innovation at America's largest engineering school and is a Magna Cum Laude graduate of UCLA and Presidential Fellow. Samit is a member of the Writers Guild of America and a voting member of the Academy of Television Arts & Sciences.

An active philanthropist, Samit was appointed to the White House's initiative for education and technology by President Bill Clinton, where he helped provide Internet access for the nation's schools. He is a performing member of the Magic Castle in Hollywood and the proud father of two sons who also are magicians.

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