

ACE07 Workshop Agenda (June 12, 2007)

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|-------------|-----------------------|---|-----------------------------------|
| 9:00-9:30 | Intro, Icebreaker | | Organizers |
| 9:30-10:30 | 2 Presentations | “ORIENT: Mixed Reality with a Tangible Interface” “Transmedia Design Paradigms: Metagame / Intergame” | Hall et al. Detsaridis et al. |
| 10:30-11:00 | Break | | |
| 11:00-12:30 | 3 Presentations | “Virtual Worlds, as Recognition, Mining, and Synthesis Application” “SIFT: Schematic Instances for Transmedia” “Cross Media Between Fiction, Reality and Game” | Vailionis Hale Rao |
| 12:30-13:30 | Lunch | Provided by conference | |
| 13:30-3:00 | Demo/Design activity | Demo + Q&A Hands-on design activity Discussion about design | Wu (and Davis) |
| 3:00-4:00 | Evaluation activity | PerplexCity demo Hands-on evaluation activity (evaluate PerplexCity) Discussion about evaluation | Bardzell, Bardzell, and Quagliara |
| 4:00-4:30 | Break | | |
| 4:30-5:30 | Discussion break-outs | Break into two groups and each group choose from among the following discussion topics: <ul style="list-style-type: none"> • Business models, getting to market • Transmedial interaction design • Evaluating transmedial interactions • Technological infrastructure | All |
| 5:30-6:00 | Wrap-up | Closing discussion and next steps | Organizers |