

## ITB Virtual Reality (VR) Lab

Category	Date	Time	Location
Presentation	March 6, 2019 - March 8, 2019	10:55 - 15:00	Hall 10.2 / 108

The new **ITB Virtual Reality Lab** in hall 10.2 is the platform for providers and users of virtual and augmented reality applications in the fields of Tourism and Marketing.

- Market insights into the latest technologies and projects on stage
- Exchanging ideas and trends in the Networking area
- Experiencing technologies at the exhibitor booths

## Events

### March 6, 2019

11:00 - 11:30

#### DESTINATION VR

Experiences in newly created realities between sales promotion and independent worlds. An introduction with many examples and an outlook on the ITB VR Lab's three-day program.

**Speaker:**

- **Robert Eysoldt**, Creative Consultant, ZEROOVERHEAD CONSULTING

11:30 - 12:00

#### The use of augmented reality and virtual reality for immersive tourism experiences

The CreativeARVR Hub will introduce AR and VR for the tourism and cultural heritage context, discuss its opportunities and challenges and provide a number of use cases, its outcomes and lessons learned. Future scenarios and possible developments will be highlighted as part of this talk.

**Speaker:**

- **Dr. Mandy tom Dieck**, Project Manager, Creative AR & VR Hub, Manchester Metropolitan University
- **Dr. Timothy Jung**, Founder and Director, Creative AR & VR Hub, Manchester Metropolitan University

13:30 - 14:00

#### Effectively implementing virtual reality in the travel industry

VR is a miracle for the travel industry, but how can it be implemented effectively and fairly for all travel businesses.

**Speaker:**

- **Adrian Kalcic**, Jump tp

14:00 - 14:30

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Kurzfristige Änderungen vorbehalten.

## UFA – der begehbare Film

A particularly forward-looking technology is walk-in or volumetric film. The special feature of this new medium is that the action is shown in a 3-dimensional environment. The viewer can move freely around the real actors and watch them play from every direction, thus becoming part of the film scene.

Volumetric Video is considered the next major evolution in media production worldwide. Particularly in the context of the rapid market developments of virtual reality (VR) and augmented reality (AR), Volumetric Video is currently developing into a key technology.

**Speaker:**

- **Frank Govaere**, VFX Supervisor, UFA GmbH

14:30 - 15:00

## Virtual Reality in the Tourism Sector – Established Applications and Case Studies

Synopsis: This lecture is dedicated to the various fields of application of Virtual Reality in the tourism industry. It will cover a wide range from VR applications in B2B contexts to in-flight entertainment and sight-seeing tours. Using practical examples, possibilities and challenges will be illustrated and discussed.

**Speaker:**

- **Sönke Kirchof**, CEO, INVR.SPACE GmbH

15:00 - 15:30

## VR Raffle

Win an Oculus!

The VR raffle takes place at the ITB Virtual Reality Lab in Hall 10.2, booth 108 on each trade visitor day. Throw your business card in the lottery drum between 10:00 and 2:30 to take part at the raffle. The draw takes place every day at 3 pm among the present participants. The prize will be handed out on-site. The conditions of participation are available at [itb-berlin.de/virtualreality](http://itb-berlin.de/virtualreality).

## March 7, 2019

11:00 - 11:30

## VR Trends im Tourismus

**Speaker:**

- **Michael Faber**, Tourismuszukunft

11:30 - 12:00

## Augmented Reality Games meet Tourism

Ingress Agents and Pokémon GO Trainers - traveling the world with the help of AR games. How Niantic manages to motivate players to travel to other countries and cities and what the tourism industry can learn from it.

**Speaker:**

- **Anne Beuttenmüller**, Head of Marketing EMEA, Niantic Inc.

12:00 - 12:30

## Digitalisierung auf Messen und Events - Stand der Dinge unter besonderer Berücksichtigung von AR und VR

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**Speaker:**

- **Prof. Dr. Cornelia Zanger**, Inhaberin des Lehrstuhls für Marketing und Handelsbetriebslehre, TU Chemnitz
- **David Ruetz**, Head of ITB, Messe Berlin/ITB

14:00 - 14:30

**Virtual Timetravel: A new way to experience history**

We create smart tourism experiences to make tourists to travel in time.

Referring to our project in Luxembourg we will show you what's possible today and what we believe is possible tomorrow.

Guy Breden from the city of Luxembourg will also join us to represent the customer's site.

He will explain why Luxembourg supports this project and took the decision to include VR and AR in their smart city concept.

**Speaker:**

- **Johannes Berdin**, CEO, Urban Timetravel S.A, Urban Time Travel
- **Guy Breden**, Projektleiter VR-Timetravel Luxembourg

14:30 - 15:00

**Immersion: ein besonders Erlebnis!?**

People always experience, people discover always in their own worlds, people are always in something - because people are very specifically equipped reception organisms. The lecture gets to the bottom of the topic immersion, asks for the equipment of the human being, looks at what constitutes immersion beyond technology. What can the brain do, what is the body? What are they doing with us? Why does our brain enjoy ideas, why would it be entertained? Dream, nightmare, media - all immersion preparers, to give us pleasure and to engage us. Today on technically advanced channels - rail fiction prophecies greet: from Matrix to spaceship Enterprise the journey goes through endless immersion worlds. The tourist worlds are just one of them.

**Speaker:**

- **Prof. Dr. Ulrich Wunsch**, Consultant, Former Founding President/ Rector of Berlin hdpk, Congruens GmbH

15:00 - 15:30

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**March 8, 2019**

11:00 - 11:30

**New Realities in Tourism – from Sales to VR In-flight Entertainment**

3spin, entirely focused on virtual and augmented reality, works with numerous tourism & travel companies such as Lufthansa, Sixt & Visit California. In this slot Thomas Hoger, one of 3spin's owners, talks about how VR drives sales and creates game-changing customer benefits. He will also provide an outlook on where this journey may take us in the future.

**Speaker:**

- **Thomas Hoger**, Co-Inhaber, 3spin

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**Exploring Virtual Location Techniques for VR/AR**

In this talk, we will give an overview over current VR/AR research in the DE:HIVE institute at the HTW Berlin regarding location scanning and VR/AR interaction techniques and how they may apply to the tourism industry.

**Speaker:**

- **Sebastian Plesch**, Research Associate at the HTW Berlin, HTW Berlin

14:00 - 14:30

**Destinationsmarketing in VR für das Reiseland Deutschland mit Beethoven VR**

**Speaker:**

- **Thomas Bedenk**, Director Immersive Media, EXOZET

14:30 - 15:00

**Casestudy - Virtual Reality in der Kreuzfahrtbranche**

**Speaker:**

- **Andreas Weigel**, CEO, digitnetmedia

15:00 - 15:30

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