

# SPEAKERS



## Dana Zimmerman Studio Manager & Executive Producer at Microsoft HoloLens

Dana is the creator of Actiongram, a storytelling app for Microsoft HoloLens. Actiongram allows anyone to make and share videos that blend full 3D holograms with the real world. Currently in its beta release, Actiongram features an eclectic and regularly expanding gallery of holograms that are made for storytelling. Dana has a passion for exploring the creative potential of new technologies. He has led teams of designers, researchers, and engineers in domains from AI to robotics, telepresence, and natural user interfaces. Before joining Microsoft, he was a

principal of H5, an AI technology startup in San Francisco. He has a degree in Philosophy and Classical Civilization from the University of Minnesota.



## Mike Woods CCO & Founder White Rabbit VR

As Executive Creative Director, Mike Woods founded both the Digital Department and VR Studio at VFX giant Framestore. In June 2015, he cofounded a new virtual reality company called White Rabbit, whose first ambitious offering is due early 2017. With creative and technical knowledge of all things gaming, social, and experiential, Mike has become a pioneer of real-time filmmaking, animation and VR. Successful campaigns for Coca-Cola, Geico and Beats led to a huge amount of pure VR work, directing the groundbreaking HBO *Game of Thrones* Oculus Rift exhibit, launch apps for Samsung Gear VR, the VR Teleporter for Marriott Hotels, a virtual tour of the Endurance spaceship for Christopher Nolan's *Interstellar*, and two groundbreaking Marvel experiences, among others.



## Sam Barlow Executive Creative Director at EKO

Sam Barlow is a Bafta Award winning director and writer who first made a mark with 1999's cult interactive text Aisle. With *Silent Hill: Shattered Memories* he created a classic that psychologically profiled Wii gamers. Then in 2015 he released *Her Story*, reinventing the police procedural for the YouTube generation. Barlow is currently working at NYC based EKO on the interactive reboot of the hacker movie *War Games*.



## Yoni Bloch CEO and Co-Founder, Eko

Yoni Bloch is an Israeli musician and the co-founder/CEO of Eko, a media and tech company that designs and develops interactive videos. Eko uses patented technology to create immersive digital experiences that combine the user engagement of games, the magic of seamless live action video, and the mainstream appeal of online video and storytelling. Eko created the acclaimed music video for Bob Dylan's "Like A Rolling Stone," and crafted interactive videos for Coca-Cola, Shell, Subaru, Fox, ESPN, and more. Recently, Interlude

launched Eko Studio, a platform allowing anyone—from individual creators to major brands—to design and publish their own interactive experiences.



## Charles Huteau Creative Director at Ubisoft Montreal studio

Charles Huteau is Creative Director at Ubisoft Montreal studio. From *Kinect* projects to the company's first VR game, *Eagle Flight*, Charles is specialized in new technologies. His focus is to explore new mediums to tell immersive stories and create exciting worlds to play with media content are aligned with emerging developments in Canada and internationally.



## Dr. Beau Lotto Professor of Neuroscience London / New York and Founder / CEO of Lab of Misfits

Dr. Beau Lotto's research on perception explores the ways in which we are conditioned to experience the world through our own versions of reality. Lotto's research on illusion has taken him beyond neuroscience into business, education, and the arts. He has given two main-stage TED talks and has spoken at Google Zeitgeist, *Wired*, and the G8 Summit. His most recent book, *Deviate*, was released by Hachette in February 2016, further exploring the relationship

between context and perception.



## Catalina Briceño Director of Industry and Market trends at the Canada Media Fund

Catalina Briceño has nearly 20 years of experience in the audiovisual and new media industry. As an expert of media transformation and a sought-after speaker, Catalina has always focused on the impact of new technologies and Internet on the development, production and marketing of content intended for the entertainment industry (mainly film and television). In her current position as Director of Industry and Market trends at the Canada Media Fund, Ms. Briceño leads a department that provides the CMF and Industry stakeholders with market intelligence.

Her role is to ensure that the policies for supporting the production of Canadian television and digital media content are aligned with emerging developments in Canada and internationally.



## Charles Melcher Founder of The Future of StoryTelling

Charles Melcher is the founder and director of the Future of StoryTelling (FoST), a passionate community of people who are exploring how storytelling is changing in the digital age. FoST produces the annual invitation-only FoST Summit in New York, as well as exhibitions, an annual series of short films, regular influencer salons, tech tastings, workshops, a blog, and other social media content. This year, FoST will debut the Future of StoryTelling Festival (FoST FEST), the world's first immersive storytelling festival open to the public. Melcher is also the founder

and CEO of Melcher Media, Inc., an award-winning book producer, app developer, video maker, and branded content company. Melcher Media has won numerous design awards and has produced 25 *New York Times* best sellers.



## David Blaine President at D. Blaine Productions Inc.

Described by Howard Stern as the greatest magician that ever lived, David Blaine single-handedly redefined magic after producing and directing his original television special *Street Magic* when he was just twenty-three, which Penn Jillette of Penn & Teller called "the best TV magic special ever done." As well as performing to audiences of over 20,000 in arenas around the world, he has performed intimately for U.S. presidents, international leaders and celebrities. He also performed alongside Michael Jackson, and during the Super Bowl halftime show.



## Katy Newton VR/AR Experience Designer, Independent Contractor

Katy Newton is a VR/AR Experience Designer who works at the intersection of design, technology, and storytelling. Her previous work includes Media Experiments Resident at Hasso Plattner Institute of Design at Stanford, Senior Design Researcher at IDEO, John S. Knight Journalism Fellow at Stanford, and Emmy-nominated Visual Journalist at *The Los Angeles Times*.



## Monika Bielskyte Founder, AFE

Monika is a creative director and strategist in the intersection of culture and technology. Her focus is on immersive media technologies and digital formats of reality, AR-MR-VR. She works to inspire people to see these new mediums as tools to expand the human potential—creatively, intellectually, emotionally—not as a means to escape, isolate, or reduce ourselves in our humanity. Exploring how people perceive the future around the globe, making sense of this plurality of vision, and helping to prototype the possible futures is what she does: story-

world design in the context of bleeding edge of scientific discovery, but also political, social, environmental innovation.



## Vassiliki Khonsari Producer and Director specializing in interactive storytelling across screens (VR, Games, Documentary), iNK Stories

*Independent Magazine* calls her "One of the top ten filmmakers to watch." Founding partner of iNK Stories, Fast Company calls her studio an "innovation agent" for creating entertaining, impact-forward, fast moving stories for global audiences. She is known for the genre defining *1979 Revolution*, the narrative-driven video game set in Iran that was called "a truly revolutionary game" by *The New Yorker*, won many awards, and was showcased by UNESCO to the United

Nations for its merit in using interactive immersive storytelling for peaceful conflict resolution. Khonsari's original work has aired in more than 20 countries, garnering praise from notable film festivals including Sundance and SXSW.