





PRELIMINARY PROGRAM

藝倉美術館 MODERN ART MUSEUM
4777 BINJIANG AVENUE, PUDONG NEW AREA, SHANGHAI

25, 26, 27 January 2018

THURSDAY, 25 JANUARY 2018

10:30 - 18:00	
	Showcase opening - This is Québec
17:00	Journalist showcase tour
18:00 - 20:00	VIP cocktail - Hosted by Government of Quebec invitation only
	In collaboration with Fairmont - Le Château Frontenac (Québec City, Canada) and Fairmont Peace Hotel (Shanghai) Guest chef : Stéphane Modat








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<p>9:00 - 18:00</p> 	<p>Showcase opening - This is Québec</p>
<p>11:00</p> 	<p>Workshop City Of Montreal</p> <p>Subject:</p> <p>Speaker:</p>
<p>12:00</p> 	<p>Lunch VIP - Hosted by City Of Montreal</p>
<p>14:30</p> 	<p>Workshop #1 Investissement Québec LIVE VIRTUAL REALITY - A REVOLUTIONARY SOLUTION "MADE IN QUEBEC" Vantrix 360 VR Glass to Glass Solutions for Studio Recording, Live Broadcast and Underwater Film;</p> <p>Subject: Join Vantrix for an interactive workshop discussing 360 Virtual Reality video creation and distribution. Vantrix will present the vision and ideas driving its engagement in 360 VR technology for cameras, video distribution and application development. We will discuss lens technology, image quality, low-latency glass-to-glass solutions, bandwidth reduction methods, and benefits for studios and broadcasters. We will show immersive video ranging from underwater diving, to concerts, and nature experiences. We will also provide a live demonstration for visitors to experience immersive real time VR.</p> <p>Speaker: Kjell Kolstad, Vice President 360 VR and Camera Systems at Vantrix, has over 20 years of international experience in the telecom industry and technology startups. Prior to joining Vantrix, Kjell held management positions at BlackBerry in technology licensing, application ecosystems and strategic alliances. Kjell also provided consulting services for technology startups in mobile strategy, app development, and business development. Earlier positions include product management at Axis Communications and engineering at ABB. Kjell holds a MSc In Mechanical Engineering from Chalmers University of Technology and a BBA in Finance from Gothenburg University, Sweden.</p> 



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<p>15:30</p> 	<p>Workshop #2 Investissement Québec QUICK VR/AR PROTOTYPING - FREE YOUR CREATIVITY! Come discover Stellar X: the WordPress of VR/AR</p> <p>Subject: Up to now, the creation of high quality VR/AR content has required the use of very talented and highly technical individuals. Because of this, iterating and exploring various storytelling avenues has been a cost prohibitive process for many producers. The steep learning curve and difficulty of building VR/AR has been limiting both the quantity and quality of content produced. It's with this issue in mind that Ova developed StellarX, an intuitive tool allowing non-programmers to develop their own VR/AR environments while in full immersion. Coined the Metaverse Builder by HTC-VIVE & VRVCA VP Michael Lewis, StellarX allows for simple drag-and-drop creation of full VR/AR experiences. Ova will present a paradigm shift where 3D content creation not only becomes practical and simple but also collaborative and fun thanks to the introduction of innovative gaming mechanics. Come to learn more and to see a live demonstration of quick VR/AR prototyping.</p> <p>Speaker: Harold Dumur, President and founder of OVA, received his bachelor's degree in 2011 in industrial engineering from Laval University, he was awarded the SNC-Lavalin Fellowship for Best Engineering Project. He is a member in good standing of the Ordre des Ingenieurs du Quebec and has received his Six Sigma Green Belt certification from McGill University in November 2012. In 2014, he founded the company OVA, which produces products and content relating to virtual and augmented reality. In 2017, he presented the StellarX platform at the Consumer Electronic show in Las Vegas and at the South by Southwest in Austin, Texas. OVA was selected among the top 3% virtual reality startups in the world according to HTC-Vive.</p> 
<p>16:30</p> 	<p>Workshop #3 Investissement Québec THE FUTURE OF ENTERTAINMENT – SOCIAL CONNECTIVITIES PRESENTED BY MINORITY MEDIA</p> <p>Subject: Minority Media is a pioneer VR/AR studio focused on location-based VR solutions to connect people together. We have seen many platform transitions: PlayStation 2 to PlayStation 3; Wii motion controllers to Kinect motion-sensors; console to mobile. These changes seemed considerable, but in retrospect, they are incremental. By contrast, VR and AR are a series of exponential leaps: fast, unpredictable, and potentially life-changing. However, old game development assumptions prevent most studios from fully leveraging this tech. Minority released the first Canadian VR title, Time Machine VR, which was recognized among the top-30 grossing VR titles. Developing it was so challenging that it forced us to create new processes to fully take advantage of VR's immersive power. Using examples from our own VR titles - 4 launched and 4 in development on multiple platforms - this story is about a disruptive Québec studio who succeed in this rapidly-shifting market.</p> <p>Speaker: Sylvain Croteau, Vice-president - Business Development at Minority Media, has over 20 years of game entrepreneurship experience with over ten of those in publishing. He is the co-founder of the Montreal-based mobile game studio Ludia, which was acquired by Fremantle Media in 2010 and today employs over 300 gaming professionals. During his tenure, Ludia launched a string of commercially successful titles: Family Feud, Jurassic Park Builder, How to Train Your Dragon, The Flintstones, The Price Is Right, and Where's Waldo? Sylvain's deep understanding of studio building challenges and game publishing enabled Ludia's growth and the optimization of its product line for high revenues. Deeply convinced that VR is the future of entertainment, Sylvain joined Minority in 2014 and now leads Minority's relationships with partners. As VP of Business Development, Sylvain's mission is to ensure a mutually profitable relationship between Minority and its partners.</p> 
<p>17:00 - 19:00</p> 	<p>VIP cocktail - Hosted by Invest Quebec invitation only</p> <p>In collaboration with Fairmont - Le Château Frontenac (Québec City, Canada) and Fairmont Peace Hotel (Shanghai) Guest chef : Stéphane Modat</p>



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9:50 - 18:00 	Showcase opening - This is Québec
11:00  	Workshop Cinema (to be confirmed) Subject: Speaker: Miao Song, Director at Canada China International Film Festival
11:00	Workshop Tourism (to be confirmed) Subject: Speaker: