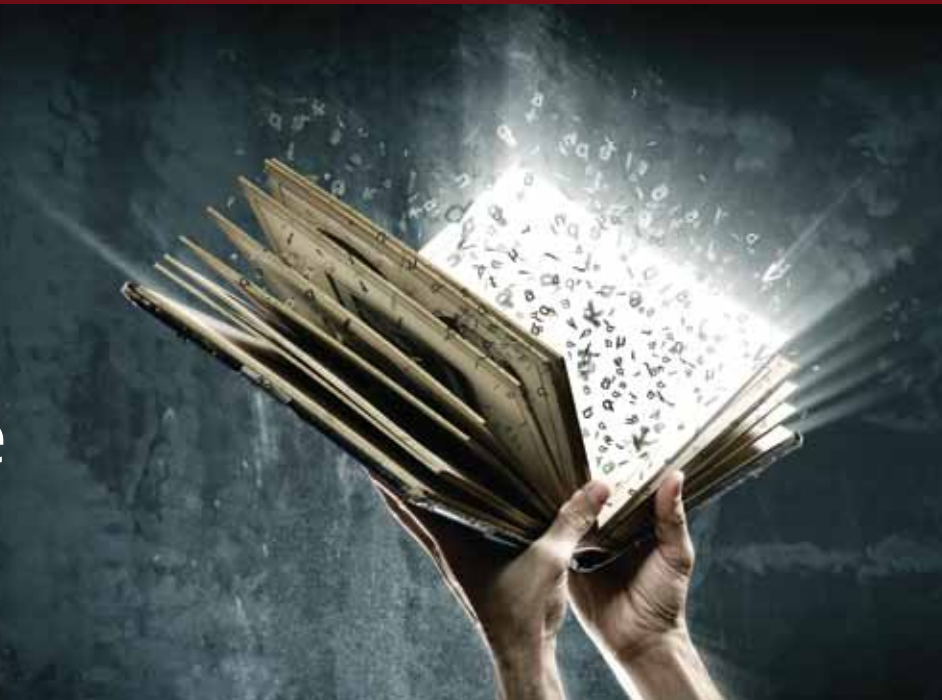


The Future of Storytelling

AR/VR Turns Its Gaze on TV and Cinema



The way we tell stories is on the verge of a seismic shift in technology. Over the millennia, storytelling has evolved from oral traditions shared around the campfire to viral videos shared with millions around the globe — and it's not stopping there. Technologies such as AR and VR are disrupting TV and film makers everywhere from Hollywood to Bollywood.

As AR/VR shifts its gaze from gaming to cinema, familiar 2-D rectangular displays are being replaced with new experiences that are deeply immersive, interactive, and personalizable. And investment is hot, with more than \$5B in VC investments. In a market projected to explode tenfold by 2020, multiple startups are vying for lead roles in this new production.

Our panel of founders and industry insiders will explore these and other issues:

- How are startups raising capital and making money in mixed reality?
- What impact will AR/VR have on social media?
- How are TV and film studios adapting to these new opportunities?
- What technical and social challenges stand in the way of mass adoption?

Join us March 20 to hear how these technologies are shaping the future of storytelling.

Moderator

Jesse Damiani
Founder and CEO, Galatea

Panelists

Robin Sho Moser
Founder and CEO, eyecandyLab

Larry Cutler
Founder and CTO,
Baobab Studios

Ted Schilowitz
Futurist in Residence,
Paramount Pictures

Maddie Callander
Director of Operations, Boost VC

Tuesday, March 20, 2018

6:00 pm – 8:30 pm

6:00 pm:

Reception and demos

7:00 pm:

Panel discussion (with Q&A)

Stanford Faculty Club

Stanford University
439 Lagunita Drive
Stanford, CA 94305

Register at the link below.