



Industry Event 2008

“Presence: Present and Future Markets”

12-13 November 2008, Torino, Italy

The Peach Industry Event is a conference and exhibition where companies, researchers, investors, public officials and entrepreneurs gather to learn, see, touch, discuss and network around solutions, products, services and more based on Presence technologies. We aim to foster the contact of researchers with market actors in the industry, in order to assess future market trends and opportunities. Involving commercial players in the early development stages of a new field is conducive to the efficient development of future relevant technologies and enhancing market receptivity. Presence Research focuses on improving the quality of experience with virtual, mixed and augmented reality systems, with applications in several areas.

The Industry Event is co-located with the **VIEW 9 Conference**, “Digital Convergence”, 11-14 November 2008, an international event focusing on Computer Graphics and covering Digital Cinema, Automotive Design, Virtual Reality, 3D Animation & VFX, Architecture & Design and Games. This creates an opportunity to access to even more contributions and dive into a critical mass of mixed experts, business men and students.



Call for Speakers

Candidates to deliver a presentation are expected to be active in the following application areas where Presence plays a role:

- Medical: Augmented Reality Assisted Surgery, Virtual Reality Therapy, Medical Simulation and Training;
- Entertainment: 3-D Films and Theme Parks, Interactive Games, Online virtual world
- Telecommunications: Mediated Communications, Systems for Collaboration, Communication Agents;
- Education & Training
- Military
- Marketing
- Manufacturing & Design
- Architecture & Constructions.

Topics are encouraged, but not limited to:

- Presence technologies: Speech Recognition, Handwriting Recognition, Fabric Sensor, Eye tracking, Emotion detection, Gesture recognition, Brain-Computer Interfaces, Microprojectors, 3D LCD Displays, Head-mounted displays, Haptics and tactile interfaces, Video Tele-presence, Tele-presence (Tele-operation), Augmented/ Mixed Reality, Virtual Reality, Virtual Environments /Virtual Worlds, Natural-language search, Virtual Agents/ Chatbots, Speech-to-Speech Translation and Machine Translation, Artificial Intelligence, Social Artificial Intelligence.
- Presence solutions, services and products in the mentioned application areas or technological fields: augmented/3D visualization; immersive environments; haptics applications; social presence applications

Candidates are invited to submit an extended abstract (up to 2 pages) in English within **27 June 2008** via the website <http://peachbit.org>. All submissions will be refereed by experts in the field based on significance, quality and clarity and reviewed by members of the Peach Consortium. Notification of acceptance will be given within **18 July 2008**. Presentations or papers are due by **10 October 2008**.

Exhibition

The Peach Industry Event intends to demonstrate Presence technologies and applications. If your company or lab has something to show this is the right place to do. An exhibition space will be arranged inside the Conference Centre, along with the exhibitors coming for the co-located VIEW 9 Conference. Applications to the exhibition will be accepted within **10 October 2008**.

For further information and assistance, please refer to <http://peachbit.org>.

Local Arrangements

The Peach Industry Event will be held at the “**Torino Incontra**” Conference Centre, Via Nino Costa 8 - 10123 Torino (Italy) from Wednesday 12 November to Thursday 13 November 2008. The Conference Centre is located in the city center, close to major attractions and the famous Medal Plaza of the Torino 2006 XX Winter Olympic Games. Turin is the capital city of Piedmont region, the “land at foot of the mountains”, located in the northwest of Italy, surrounded by the Alps and the Monferrato Hills, well known for their vineyards. Turin is one of the major business and industrial centers of Italy, cradle of Italian cinema, of broadcasting, of telecommunication and of some major enterprises, where the headquarters and main production lines of the car company Fiat are just an example.

Accommodation will be arranged in centrally located hotels in Turin, at walking distance from the Conference Centre. A Banquet Dinner will be organized in an outstanding location in Turin. Detailed information are available in <http://peachbit.org>.

Participation

There is no registration fee, however, participants are required to register well in advance due to the limited number of seats available. On-site registration will not be guaranteed. Registration form is available at <http://peachbit.org>.

Important Dates

- 27 June 2008:** Extended abstract submission deadline
- 18 July 2008:** Notification of contribution acceptance
- 10 October 2008:** Exhibition application deadline
- 24 October 2008:** Presentation or paper submission deadline
- 12-13 November 2008:** Peach Industry Event

Organizers

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Peach Consortium

STARLAB	Starlab Barcelona S.L
NU	Napier University
ITI/CERTH	Informatics and Telematics Institute,
ITIA	Istituto di Tecnologie Industriali Automazione,
FIT	Fraunhofer Institute for Applied Information Technology
TI	Telecom Italia
OII	Oxford Internet Institute
FER	Faculty of Electrical Engineering and Computing, Uni. Zagreb
TUM	Institute of Automatic Control Engineering (TUM)



Participate!

Your presence is
valuable for Presence