

Day 1 - 5th November

Orange Stage - Ground Floor

09:00 - 09:30	Doors open
09:30 - 09:45	Welcome to nextReality.festival Susanne Ahmadseresht, Simon Graff
10:00 - 10:45	From Scrolling to Showing Up – Social XR and Spatial Networking in the Age of Presence Andy Fidel
10:45 - 11:30	Welcome by the City Exhibition Opening Councilor Karsten Schweiger Simon Graff, Sean Keogh
11:30 - 12:15	Asymmetrical Collaboration in XR – Why the Future Isn't Everyone in VR David Thomson, Gravity Sketch Alumna
13:00 - 13:30	Handling the Dynamics between XR Hype and Desperation Antony Vitillo, Owner, The Ghost Howls
14:00 - 14:40	Through a New Lens: The Future of Reality with Spectacles Daniel Wagner, Sr. Director Softw. Eng., SNAP
14:45 - 15:45	Networking Session Andy Fidel, Creative XR Producer & CEO of Spatial Networks Sonja Unger, XR Bavaria Technical Artist & XR PM
16:00 - 16:30	Immersive AI: Revolutionizing Soft Skills Training in XR Danny Stefanic, CEO & Founder of Hyperspace

Yellow Stage - 7th Floor

10:15 - 10:45	Virtual2Physical Björn Ognibeni, Co-Founder of XRLab-MCM
10:45 - 11:30	Welcome by the City Exhibition Opening Councilor Karsten Schweiger Simon Graff, Sean Keogh
11:30 - 12:00	Case Study: Google Workspace Metaverse Johannes Crilly, STACKIT
12:45 - 13:05	XR-Technologien im Tourismusmarketing Olaf Schlieper, Innovation Manager at DZT e.V.
13:15 - 14:00	Cat Content - the first film made in the Metaverse Prof. Dr. Ian Biscoe, Founder, Trans Realities Lab Andreas Dahn, Film + XR Director
14:15 - 14:45	TimeRide – Wohin soll Deine Zeitreise gehen? Lisa Schulz, CPO Timeride GmbH
15:00 - 15:30	AI Glasses: Hype, Hardware, and the Smartphone-Killer Myth Thomas Riedel, Journalist
15:45 - 16:30	Unity's XR Offering Manuel Sainsily, Sr. Advocate, Emerging Tech at Unity

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Blue Stage - 7th Floor

10:00 - 10:30	Virtuell verbunden – Real verstanden Nadine Wagener, Group Leader at OFFIS
10:45 - 11:30	Welcome by the City Exhibition Opening Councilor Karsten Schweiger Simon Graff, Sean Keogh
11:30 - 12:00	Gaussian Splats - The Real(time) Deal Prof. Dr. Alexander Kutter
12:15 - 12:45	Storytelling in VR... Alexandra Tamayo
13:30 - 14:00	VR and the [Re]creation of Lost Worlds Egle Räask, Co-Founder of Bluearay
14:30 - 14:50	Virtual Reality im Beratungsgespräch bei Banken Andreas Rauda, Union Investment
15:15 - 15:45	Storytelling with Purpose: Social Impact Through Immersive Media Laura Saenger, Director, Immersive Media Studio
16:00 - 16:30	OpenUSD: Apple & NVIDIA Gerhard Schröder, GF at viSales GmbH

Green Stage - 7th Floor

10:30 - 11:00	From Arcades to Operating Rooms... Rob Pereira, Commercial Director at PICO XR
10:45 - 11:30	Welcome by the City Exhibition Opening Councilor Karsten Schweiger Simon Graff, Sean Keogh
12:00 - 12:30	Reimagining Data Capture Through Mixed Reality Nigel Hartman, Founder at FunctionForest
15:30 - 16:00	Mit Canon-Objektiven im echten Produktionsalltag Björn Sondermann, Marcel Heß, Canon

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10:45 - 11:30	Welcome by the City Exhibition Opening Councilor Karsten Schweiger Simon Graff, Sean Keogh
11:45 - 12:10	Intelligente Virtuelle Agent:innen im Metaversum Marvin Grabowski, University of Hamburg
12:30 - 12:50	New Tools for the Immersive Toolbox Fatih Inan, Unreal Engine Expert
13:15 - 13:45	AR Meets Oil Paint: My Secret Weapon Against AI Anxiety Ines Hilz XR Designer
14:00 - 14:20	Raumplanung und Präsentation in Virtual Reality Chris Harbecke Product Designer, DEKOM AG
14:45 - 15:15	Place Aware Intelligence for Culture, Commerce and Cities Anna-Sophie Panzer, Stefan Marx
15:30 - 16:00	Building Better Realities - Lessons from Nearly a Decade in XR Marius Thorvaldsen CEO, Breach VR

Workshops - 7th Floor

11:30 - 13:00	Next Level Content: AI in Creative Workflows Martin Schlösser, Head of Visual Content & UGC at Intermate In this dynamic one-hour session, we'll take a practical look at how AI is influencing creative work and open up new perspectives for your projects.
13:30 - 15:00	Prototyping Workshop - von der Vision zur Dimension Erik Stölting, Phillip Schwarz Experience firsthand how AI and XR can turn creative ideas into tangible experiences.
14:30 - 16:00	Gaussian Splatting Demystified: From Capture to Distribution Fatih Inan, UX & software architecture specialist, Jörg Kahlhöfer, motion design & Unreal Engine expert
15:00 - 16:30	Cooking up AR Experiences - Developing for Snap's Spectacles with headraft Kanzul Fatima Arif, Head of Innovation at headraft Jan-Lucas Tschirner, Senior XR Developer at headraft

Day 2 - 6th November

Orange Stage - Ground Floor

09:30 - 10:00
Business Breakfast

10:00 - 10:45
Shaping the Next Reality: Industry Perspectives
Michael Kutschinski, James Talbot, Christian von Bock, Michael Gairing

11:30 - 12:15
Augmented Reality in shipbuilding production
Finn Mecke, Head of Advanced Manufacturing at TKMS

13:15 - 14:00
XRC Jury Talk
Simon Graff, Davina Cochrane, Insa Hollenberg, Patrick Rupert-Kruse

14:30 - 15:15
From Liquid Glass to Smart Glasses – Ein Reality Check mit Zukunftsblick
Simon Graff, Jan-Keno Janssen

Yellow Stage - 7th Floor

10:15 - 10:45
Look Behind the Goggles: XR Journalism in the Crossfire of Hype and Reality
Thomas Riedel, Jan-Keno Janssen, Antony Vitillo

11:00 - 11:30
Bridging The Gap - Roboverse Reply
Khaled Reguieg, Senior XR Engineer & Project Manager at Roboverse Reply

13:00 - 13:45
Breaking In: Stories and Strategies for Emerging Voices in Immersive Media
Emilia Gozzano, Deborah Reinmüller

14:00 - 14:30
Responsive Design for XR: Bridging Reality and Virtuality!
Moritz Loos, Founder and CTO of zSync GmbH

15:15 - 16:00
Vom Prototyp zum Plug-and-Play System: Die Entwicklung unseres KI-AR-Spiegels
Davina Cochrane, Jan Lygnos, Jan & Dave Studios

Day 2 - 6th November

Blue Stage - 7th Floor

10:00 - 10:30
Gestalter/in für immersive Medien. Der neue Ausbildungsberuf.
Helge Berlitz-Olle, Michael Stock

10:45 - 11:15
Next Level Produktkommunikation – Wie wir 2027 Fashion inszenieren
Luisa Heuermann, Laudert

11:30 - 11:50
Why growing old happy is a basic human right (AI/XR companion)
Tim Friedland, forwARdgame and HUTAR

12:15 - 12:45
Why Upskilling is the Gamechanger for Scaling XR in Germany
Michael Stock, Gründer von Think.Start VR

13:00 - 13:30
Immersive Deception
Prof. Dr. Veronika Krauß

14:00 - 14:30
WebAR: Low Time to Wow – Engaging Audiences in Seconds
Viktor Waal, Founder of spotAR

14:45 - 15:05
vHealth - virtuelle Gesundheit
Stefan Thomsen, Founder and CEO at vJourney

15:15 - 15:45
Afternoon at the Virtual Museum!
Prof. Dr. Thorsten Hennig-Thurau, Uni Münster

Green Stage - 7th Floor

10:45 - 11:15
Exploring AR: Prototyping & The Spectacles!
Max van Leeuwen, Digital Artist

11:30 - 12:00
Die Zukunft der XR-Branche in Deutschland aktiv gestalten!
Elle Langer, CEO at pimento formate GmbH

12:15 - 12:45
How To Save The Metaverse
Daniel Schäfer, Sean Keogh, headroom

13:45 - 14:15
Where are the fully interactive non-CGI VR movies we were promised?
Michael Hartmann, Camera System Architecture

14:45 - 15:15
Immersive Brand Campaign - Deine Fussballwelt by Rewe & Coke
Marko Stojkovic, &AND Innovation

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Gray Stage - 5th Floor

10:15 - 10:45
Ballee – The First Ball Tracking Game for XR Headsets
Christoph Spinger, Inventor

11:00 - 11:30
Fördermöglichkeiten für spielerische Anwendungen in AR & VR
Helen Krüger, GameCity Hamburg

11:45 - 12:10
Selling industrial equipment with AR: MixedForm
Dr. Narges Chinichian Co-Founder, MixedForm

12:15 - 13:00
nextReality.Talents: Projekte von Studierenden der Brand University of Applied Sciences
Prof. Michael Jonas & Student:innen

13:15 - 13:35
Moving Sound Pictures – VR technologies for art mediation
Dr. Konstantina Orlandatou, ligeti center

13:45 - 14:15
The Science of Virtual Reality
Johanna Pirker, Professor

14:45 - 15:00
WheneVeeR, WhereVeeR: Mobile VR Training for Epidemic Responses
Nikolai Reinke, Juliane Boenecke

15:15 - 15:45
Sea Shepherd: Ein Spiel, das kein Geld bringt, aber alles bedeutet
Sandra Kiel, Managing Director, Event Punks

Workshops - 7th Floor

11:00 - 12:30
Gender up your tech
Marina Müller
Gender inequalities persist in VR, where only 9.6% of users are women. Together, we'll reflect, exchange ideas, and imagine strategies for a more inclusive virtual future.

11:30 - 13:00
Reality Check: XR Challenges
Susanne Ahmadserehst
Offener Raum für eure XR-Challenges: teilt Erfahrungen, findet gemeinsam Lösungen und entdeckt neue Perspektiven für die Praxis.

13:30 - 15:30
Kreativ im virtuellen Raum
Christoph Steinhard, TASEK
Ein Einsteiger-Impuls zu kreativen Workflows mit XR: Von Urban Art (contour) über 3D-Design (Gravity Sketch) bis zu LEGO-Prototypen im virtuellen Raum – zwischen haptischer und digitaler Gestaltung neue Formen kreativen Arbeitens entdecken.

14:00 - 15:30
Unlock the Power of Cloud Streaming for Immersive Experiences
Fatih Inan, Technical Director - Unreal Engine Expert
Manolis Emmanouilidis, Co-founder at Arcware GmbH

10:00 - 16:30 Exhibition - Ground Floor & 5th Floor - Get up close with XRC nominees and other selected XR creations!