

## **Invitation to the first ETSI ISG Augmented Reality Framework (ISG ARF) workshop – Berlin, 1<sup>st</sup> February 2018**

The ETSI Industry Specification Group (ISG) ARF is organising an open workshop in Berlin on 1<sup>st</sup> February 2018 hosted by Fraunhofer HHI. The workshop will be followed by a face-to-face meeting of the ISG ARF restricted to participants whose organisation has signed the relevant ISG agreement.

Augmented Reality (AR) is the ability to mix in real-time spatially registered digital content with the real world. The ETSI ARF Industry Specification Group was launched by ETSI on 30<sup>th</sup> November 2017 to define a framework for the interoperability of AR applications and services. AR technologies and applications will play an essential role in Industry 4.0, and the success of smart cities and smart homes. Mobility, retail, healthcare, education, public safety are other examples of domains where AR will bring significant value. AR is quickly advancing into a new phase of enabling context-rich user experiences that combine sensors, wearable computing, the Internet of Things and artificial intelligence. That capability is a unique opportunity of value creation. The need for transparent and reliable interworking between different AR components is key to the successful roll-out of such services.

In this initial phase of work the ARF ISG is interested in hearing from the industry about AR industrial use cases, obstacles encountered when deploying (pilot) AR services and requirements for interoperability.

**Scope:** This Workshop will present the objective and initial workplan of the recently launched ARF Industry Specification Group on Augmented Reality and will aim to collect interoperability requirements from the industry.

**Who should attend:** ETSI ARF delegates attending ARF meeting #2, anyone considering joining the ARF ISG, anyone interested in discussing interoperability for AR applications. Presentations are invited from participants willing to share their experience of using AR applications and services for industrial use cases and in particular obstacles they may have encountered when trying to use technology from different providers and requirements identified for interoperability

**Registration:** Please [register here](#) for F2F and online participation

**Programme:**

The morning session will be focused on standards initiatives:

Start time 10:00am, registration from 9:30am

- Welcome Note by Dr. Klaus Glasmacher - Federal Ministry for Economic Affairs and Energy
- Presentation of the ISG ARF objectives and workplan including an overview of the 3 initial work items initiated - ETSI ISG ARF management team
- Presentation of MPEG ARAF specification and ISO MAR model by Marius Preda, IMT
- Presentation of Khronos by Neil Trevett - NVIDIA

Lunch provided on site with demos

The afternoon session will be dedicated to industrials and collaborative projects, e.g. presentation of use cases, obstacles to large-scale deployment, interoperability issues/requirements, etc...

Start time at 13:45

- Industrial Augmented Reality Applications - Bridging from CAD-Data to AR by Dr Ulrich Bockolt - Fraunhofer IGD
- The status of the Enterprise AR ecosystem by Mark Sage - the AREA
- Presentation of the AcRoSS project by Daniel Nickchen - Fraunhofer IEM
- IoT cartography & WIFI planning by Eric Villain - Orange
- AR technologies for industrial, medical and media applications by Prof. Peter Eisert, Fraunhofer HHI
- Augmented Reality for Home Entertainment by Matthieu Fradet - Technicolor
- Presentation of the Glass@Service project and Siemens use Cases for AR by Alexander Santiago - Siemens
- Title TBC by Dr. Falko Schmid - Ubimax GmbH
- Experiences from AR research projects for industrial applications by Dr. Simon Adler - Fraunhofer IIF

End Time: 18:00

**Contacts:**

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