



## **Mixed Reality For More Immersed Journalism** **How to Breathe VR, AR, MR and 360 Video into the Newsroom**

**GEN Study Tour**  
**New York and Washington D.C.**  
**1 – 7 October 2017**

The Global Editors Network will take you on a tour to learn how virtual, augmented and mixed reality technologies, combined with best practices in immersive storytelling can be implemented in your newsroom now. You will discuss and learn how to deliver content in the most relevant immersive news formats in order to create more engagement and a deeper emotional connection with your audience.

Immersive media open up a new world of opportunities to tell stories that matter and will impact your viewers, and we will be meeting experts in the field to learn from their experience in regards to virtual reality storytelling, including established media like the *New York Times*, *Associated Press* and *Washington Post*. Their editors will explain why immersive journalism is such a powerful tool for news and helps to attract a mobile and more engaged audience.

We will also be meeting with the technology leaders that are driving the virtual and mixed reality revolution, including *Microsoft*, *Samsung* and *YouTube*, so that you understand the differences between the headsets and how users will consume their news. We'll also be exploring the possibilities offered by these headsets once they become a truly mobile experience.

The tour will begin in New York and end in Washington D.C. with a visit to the Newseum, as well as participation to the annual conference of the Online News Association, where you can meet with other industry thought leaders and discuss your newfound expertise in virtual reality and immersive journalism.

2016 was the year virtual reality, immersive journalism and 360 video became part of the daily conversation and workflows for mainstream news and journalism. 2017 is the year mixed reality will become part of most households through the advent of mobile VR and AR in both Android and Apple phones.

This study tour will be focused on practical implementation of virtual reality within your newsroom, and will introduce you to the people at the forefront of



these technologies to help understand how news media can take advantage of these innovations for their content.

We will be trying different headsets, meeting hardware and software manufacturers, as well as those creating and distributing different types of VR content.

Be prepared for the next news revolution that is just around the corner!

Schedule Overview:

- Sunday 1 October: Arrival and welcome dinner, New York
- Monday 2 October: New York Times, Koncept VR, Wall Street Journal, LittlStar
- Tuesday 3 October: Associated Press, Huffington Post's Ryot, Mic Inc
- Wednesday 4 October: YouTube, Samsung & Travel to Washington D.C.
- Thursday 5 October: Washington Post, Newseum, ONA reception
- Friday 6 October: J360, ONA conference
- Saturday 7 October: ONA conference & Flights back

### **Sunday 1 October – New York**

Arrival at **Paramount Times Square**, 235 West 46th Street, New York, NY 10036, in central Manhattan, New York, NY

7:00pm Welcome dinner, meet in hotel lobby to greet fellow participants and walk to nearby restaurant.

Location: **Butter Midtown**: 70 W 45th St, New York, NY 10036

Butter Restaurant is helmed by Food Network star and Executive Chef Alex Guarnaschelli, who uses greenmarket offerings to create a seasonal menu. The restaurant has maintained an exclusive niche restaurant scene for stylish Manhattanites since its initial inception on Lafayette St, in 2002.



## Monday 2 October – New York

**8:30am** Working Breakfast in hotel : *Amper Music*, **Drew Silverstein**, CEO and co-founder

Amper is an artificial intelligence composer, performer, and producer that empowers you to instantly create and customize original music for your content.

Location: The Paramount Bar & Grill: 235 W 46th St, New York, NY 10036

**10:00am** Short walk to the New York Times Building

**10:30am** *New York Times*, **Marcelle Hopkins**, Deputy Director of Video and Co-Director of VR, and **Graham Roberts**, Director of Immersive Platforms Storytelling

The venerable newspaper of reference of New York has pioneered the way towards new VR storytelling tools and visual journalism, and will share how its approach is evolving with the upcoming revolution in virtual reality and immersive journalism.

Location: 242 W 41st St, New York, NY 10036

**11:45am** Board shuttle to Koncept VR

**12:15pm** *Koncept VR*, **Joergen Geerds**, CEO

You will get to see and play around with a variety of VR camera equipment and 360 video rigs to better understand the hardware and cameras required for 360 video and virtual reality, including live-stitching and livestreaming 360, and to learn about the upcoming evolutions in these technologies.

Location: 43-01 21st St #214, Long Island City, NY 11101

**1:30pm** Lunch: Blend on the Water, 4540 Center Blvd, New York, NY 10044

**3:00pm** *Wall Street Journal* with **Joanna Stern**, Personal Technology Columnist For VR to meet data visualization, there's no better place than the Wall Street Journal and the work of its team of journalists and engineers to present structured and unstructured data in a three-dimensional virtual world. WSJ was among the first major news organizations to experiment with VR, including a virtual rollercoaster through the fluctuations of the stock market.

Location: 1211 6th Ave, New York, NY 10036

**5:00pm** *Littlstar* with **Matt Braly**, Community Outreach

*Littlstar* is a premium cinematic Virtual Reality network putting viewers at the center of experiences using immersive technologies. *Littlstar* has channels from



the the best VR content creators in the world like ABC, Showtime, Disney, Nat Geo, Discovery, PBS, Red Bull, Virgin and more.

Location: 584 Broadway #603, New York, NY 10012

**7pm** Working dinner with *Storyhunter*, **Alex Ragir**, Co-Founder and VP of Strategic Partnerships & Business Development

*Storyhunter* is the global video talent network and freelancer management platform. With 360 video/VR filmmakers in 180+ countries and workflow tools designed for story collaboration, the world's leading media companies and brands use Storyhunter to manage their freelance networks and produce premium content at scale.

Location: 81 Prospect St, Brooklyn, NY 11201

## **Tuesday 3 October – New York**

**9:00am:** Working breakfast at hotel with **Ken Perlin**, Professor of Computer Science at *NYU Future Reality Lab*

Kenneth H. "Ken" Perlin is a professor in the Department of Computer Science at New York University, founding director of the Media Research Lab at NYU, and the Director of the Games for Learning Institute.

Location: The Paramount Bar & Grill: 235 W 46th St, New York, NY 10036

**11:00am** *Sketchfab*, **Corentin Metgy**, Head of Business Development

Sketchfab is a community of over half a million creators contributing over a million models, and it intends to become and stay the world's largest platform to publish, share & discover 3D online and in VR.

Location: 1123 Broadway, New York, NY 10010

**12:30pm** Working lunch with *Mocha VR*, *Imagineer Systems* - **Ross Shane**, CMO

*Mocha VR* produces VR tools including a plug-in bringing high-end visual effects workflows to 360°/VR filmmakers. Based on Imagineer's Academy Award-winning planar tracking, Mocha allows creators to produce high-quality VR pieces with a quick turnaround.

Location: 48 Wall Street, 11th Floor, New York, NY, 10005 - Conference Room B



**2:00pm** *Associated Press*, **Francesco Marconi**, Interactive Editor  
The Associated Press has stuck to its tradition of unwavering editorial guidelines, whilst embracing the shift towards immersive journalism and WebVR. Learn how the trusted news agency has balanced its transition towards virtual reality.

Location: 200 Liberty St, New York, NY 10281

**4:00pm** *Huffington Post / Ryot*, **Lindsay Allen**, Director of Content Creation at RYOT Studio

Since 2012, Ryot has made a big splash and a name for itself with its emphasis on immersive forms of journalism and storytelling with 360 video and virtual reality. And sure enough, Ryot was recently purchased by the Huffington Post with the aim to aid the HuffPo's foray into virtual reality news. Ryot's work has resulted in numerous awards, including a 2016 Oscar nomination for Best Documentary Short.

Location: 770 Broadway, New York, NY, 10003, 9th floor

**6:00pm** Working Dinner with **Stephanie Clary**, Strategic Director at *Mic*  
Stephanie will talk about her experience transitioning to Mic, an online news publication thriving on social media, and how new technologies including 360 video, virtual reality and augmented reality can help to (re)capture a younger audience.

Location: Trinity Place, 115 Broadway, New York, NY 10006

### **Wednesday 4 October – New York - Washington D.C.**

**\*8:00am** *Hololens demo*

Begin our last day in NY by discovering one of the most innovative augmented technology headsets currently available: experiment and play with the Microsoft Hololens, and experience some of its early storytelling applications to see how it's ushering in the era of mixed reality.

**10:00am** Visit and Tour **YouTube** Space NYC

We will visit NYC's Youtube Space and learn about YouTube's efforts to be an innovator in virtual reality and the tools they provide YouTubers to create immersive content.

Location: 75 9th Ave, New York, NY 10011



**12:00pm** Working lunch with **Bachir Zeroual**, Head of VR Marketing at *Samsung USA*

Samsung has been at the forefront of VR with the GearVR headset and their video platform: Samsung VR. We will meet with Bachir Zeroual who will talk about Samsung's strategy for AR, VR and 360 video in the future.

Location: Capizzi, 547 9th Ave, New York, NY 10018

**4:05pm** - Travel to Washington D.C by train.

Amtrack 127 - Penn Station (NY) to Union Station (Washington D.C.) at 7:30pm

**7:45pm** Shuttle to hotel

**8pm** Arrival at hotel in Washington D.C:

**Washington Plaza Hotel**, 10 Thomas Circle Northwest, Northwest, Washington, DC 20005

**8:30pm** Dinner at the hotel

Location: 10 Thomas, 10 Thomas Cir NW, Washington, DC 20005

### **Thursday 5 October – Washington D.C.**

**8:30am** Meet in hotel lobby to board shuttle

**9:00am** **Jeremy Gilbert**, Director of Strategic Initiatives of *The Washington Post*  
*The Washington Post*, has been at the forefront of the advent of digital journalism and visual news, and was among the first to adapt its newsroom and workflows to multimedia journalism. It's now setting its eyes on the not-so-distant future of virtual reality and augmented reality news.

Location: 1301 K St NW, Washington, DC 20071

**11:45am** Visit the *Newseum*, with **Mitch Gelman**, Chief Technology Officer  
The *Newseum* is a dynamic, engaging and interactive museum of news that allows visitors to experience the stories of yesterday and today through the eyes reporters and commentators. In tune with the modern times, the Newseum is revamping its interactive exhibit to showcase the best of 360 video, virtual reality and augmented reality for news.

Location: 555 Pennsylvania Ave NW, Washington, DC 20001

**2:00pm** *Notion Theory*, **Kristian Bouw**, CEO

When *Notion Theory*, a product design and development company, launched notionVR, this was the first *virtual reality* arcade on the East Coast of the United



States. Since then, Notion Theory has worked with a number of media publishers and has expanded into augmented reality production as well.  
Location: 1100 H St NW, Washington, DC 20005

**4:30pm Navteca, Shayna Skolnik, CEO**

Navteca is a woman-owned technology services company focusing on emerging technologies and IT innovation, like cloud and virtual reality. Navteca develops, executes, and manages technical solutions for government clients like NASA and NOAA. Navteca was named 2016 Small Business Subcontractor of the Year NASA Goddard Space Flight Center  
Location: 6301 Ivy Ln #800, Greenbelt, MD 20770

**6pm Shuttle to ONA Conference**

**6:30-8:30pm [ONA Conference Reception](#)**: Networking and Appetizers / Dinner at the Newseum

**Friday 6 October – Washington D.C.**

**9am Shuttle to ONA**

[ONA Conference](#) Suggestions

- 2:00 PM - 3:30 PM - Stories are the New Story: Making Vertical Content Work
- 3:30 PM - 4:30 PM - Make it and Take it Engagement Strategy Workshop
- 6:30 PM - 7:30 PM - [RSVP Required] International Reception

**6pm Shuttle to Hotel**





## **Saturday 7 October – Washington D.C**

**9am** Shuttle to ONA

[ONA Conference](#) Suggestions:

- 10:00 AM - 11:00 AM - 10 Tech Trends in Journalism: 10th Anniversary Edition!
- 11:30 AM - 12:30 PM - Hacking the square: Fitting big journalism on Instagram
- 2:30 PM - 3:30 PM - KEYNOTE: TBD

Shuttle to airport - Flights back to Europe

Optional: Online Journalism Awards Banquet (not included in GEN study tour)

### **Practical Information**

#### **Working language**

The presentations will be held in English.

#### **Confidentiality**

Some of the companies visited will present sensitive or private material that is not meant to be shared publicly.

#### **Contacts**

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