

# MEDIA CITY BERGEN: TUESDAY, JUNE 11 - OPEN TO ALL

## Atrium

## Restaurant

## MCB Media Lab

## University, MCB

Media  
City  
Bergen

**Future  
week:**

**FULL  
PROGRAM**



<b>08:00</b>	<b>Kickoff</b> 08:00-10:00	<b>Cross Sector Visualization</b> PropTech Meets Media Tech Breakfast Meeting, 08:00-10:00 (NO)		
<b>09:00</b>		<b>Sign Up:</b>	<b>Seminar: Storytelling in the Age of Mobile First</b> Mario Garcia 09:00-11:00	
<b>10:00</b>	<b>Augment Your Reality!</b> Vizrt, Ludenso 10:00-11:00, Atrium Stage		<b>Sign Up:</b>	<b>Automating Media Content Production; News Angler</b> 10:00-10:45
<b>11:00</b>	<b>POPUP Stage: Your 10 min. of Fame</b> 11:00-12:00 Atrium Stage		<b>Snowhow in HDR</b> Svein Haaland, NRK, 11-11:30 (NO)	<b>Automating Media Content Production; Video Workflows</b> 11:00-11:45
<b>12:00</b>	<b>Always a Kick Off</b> Eystein Thue, TV 2 12:00-12:45, Bar Stage (NO)		<b>Full Circle: Building Urban Waste Management Ecosystems</b> Anders Waage Nilsen, 12-12:30	
<b>13:00</b>	<b>POPUP Stage: Your 10 min. of Fame</b> 13:00-14:00, Atrium Stage			<b>Student Demo</b> 13:00-15:00
<b>14:00</b>	<b>Shaping the Future of Broadcast.</b> Hege Kallestad, Kjell Ove Skarsbø, TV 2, 14:00-14:30, Atrium Stage			
<b>15:00</b>	<b>Back to the Future</b> Vimond, Bergens Tidende 15:00-16:00, Bar Stage		<b>Workshop: Machine Learning</b> By Sonat 15:00-18:00	
<b>16:00</b>	<b>A Brief History of Computer Art</b> Anders Norås, Itera 16:00-17:00, Bar Stage			
<b>17:00</b>	<b>CANCELLED: The Eye and I</b> Arne Beck 17:00-18:00 Bar Stage		<b>Sign Up:</b>	
<b>18:00</b>		<b>Meetup:</b> More info to come		

Click links for more info

Most events are free, but you might need to **sign up!**  
[mediacitybergen.no/future-week](http://mediacitybergen.no/future-week)

**INSIDE MCB, FOLLOW SIGNAGE TO VENUES**  
Talks in Norwegian are marked: (NO)

# MEDIA CITY BERGEN: WEDNESDAY, JUNE 12 - OPEN TO ALL

Media City Bergen  
**Future week:**

**FULL  
PROGRAM**



	Atrium	Restaurant	MCB Media Lab	University, MCB
08:00		<b>The AI Impact on Media</b> Breakfast Meeting 08:00-10:00 <a href="#">Sign Up:</a>		
09:00				
10:00	<b>12 Buzzwords in 12 Minutes</b> Anders Norås, Itera. 10-10:15, Bar St.		<b>Make Your Data Come Alive</b> Bergens Tidende, Highsoft 10:00-11:00	<b>Smart Service for People</b> 10:00-10:30
	<b>Back to the Future</b> Lise May Spissøy, Norge Rundt 10:30-11:00, Bar Stage (NO)			<b>Participatory Design</b> 10:45-11:15
11:00	<b>POPUP Stage: Your 10 min of Fame</b> 11:00-11:30, Atrium Stage			
	<b>4.294.967.295</b> Anders Norås, Itera, 11:30-11:45, Bar St.			<b>The Virtual Reality Hype</b> 11:30-12:00
12:00	<b>TV 2: AR - When Votes Counts</b> Kjetil H. Dale, TV 2 12:00-12:30, Atrium Stage (NO)		<b>Workshop: Build Your Own AR App</b> By Ludenso; 11:30-15:00 <a href="#">Sign Up:</a>	
13:00	<b>POPUP Stage: Your 10 min of Fame</b> 13:00-13:30, Atrium Stage			<b>Elections, Privacy Data and Violations of Law</b> The Severe Democratic Challenge. David Carroll and the University of Bergen 13:15-14:45
	<b>Russia's Secret War Against the West.</b> Øystein Bogen, TV 2 13:30-14:30, Bar Stage (NO)	<b>The Explosive Growth of E-sports</b> North/FCK, NFF, TV 2 13:30-15:00	<b>Advertising Economy</b> MBL/NCE Media (NO) 14:00-15:00	
15:00	<b>Meteorological Crowdsourcing</b> YR/NRK, UiB, Scary Weather 14:30-15:30, Bar Stage			
	<b>Future Weather Forecast</b> Fadi Radi, Al Arabiya 15:30-16:00, Bar Stage			
16:00	<b>PlayStation live: Play a Pro</b> 16:00-20:00, Atrium Stage		<b>Workshop: Build Your Own Weather Sensor</b> Scott Bremer, UiB 16:00-20:00	
17:00		<b>Meetup: Lean Startup Circle</b> 17:00-19:00		
18:00			<a href="#">Sign Up:</a>	

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mcb  
tech  
.19

# ARE YOU FUTURE READY?

## MEDIA CITY BERGEN: THURSDAY, JUNE 13

Open to: Ticket holders for mcb tech .19 (SOLD OUT)

Venue: MCB Atlantis / MCB Media Lab

Future  
week:

- 8:30 Registration and coffee
- 9:00 Opening and introduction
- 9:15 Opening Keynote; Thriving in the Emerging Human-Technology Civilization  
*Dr Ayesha Khanna, Co-Founder and CEO of ADDO AI*
- 9:45 Break
- 10:10 Let Us Amaze You. A pioneering and entertaining surprise from the stage
- 10:20 The Future of Engagement, Work & Digital Identity  
*Shivvy Jervis, Award-winning tech futurist and broadcaster*
- 10:50 Bergen City - Solving problems that matters.  
*Håkon Pettersen, Deputy Mayor, and Tom Osnes Svellingen, Enterprise Architect, City of Bergen*
- 11:25 TBA
- 11:40 Lunch
- 12:40 Let Us Amaze You. A pioneering and entertaining surprise from the stage.
- 12:50 A Dark Data Quest: What I've learned chasing my Cambridge Analytica voter profile across the Atlantic and why data rights are the new civil rights.  
*David Carroll, Associate professor of Media Design, Parsons School of Design, The New School*
- 13:20 AI - the real story so far.  
*Doug Clark, EMEA leader for Watson Media, IBM*
- 13:50 Break
- 14:10 Let Us Amaze You. A pioneering and entertaining surprise from the stage.
- 14:20 Applying AI to tell better stories.  
*Yves Bergquist, Director of the "AI & Neuroscience in Media" project at the Entertainment Technology Center, and CEO of AI startup Corto*
- 14:50 Ordinary people, extraordinary results.  
*Marty Cagan, Founder of the Silicon Valley Product Group*
- 15:45 Break
- 16:20 The best advice: 25 years of presentations in 30 minutes  
*Eirik Solheim, Editor, NRK Beta*
- 16:40 Let Us Amaze You; Back to the future.  
*Kimberly Larsen, Actress, journalist, producer and founder of timetoriot.com*
- 17:00 **Afterparty:** We are heading over to the **MCB Media Lab** for a networking party. Futuristic tapas and intelligent beer will be served.

 SparebankenVest



CITY OF BERGEN SIGNICAT MONOBANK

IBM The Research Council of Norway HIGHSOFT

PROPTech INNOVATION iver FrendeForsikring FARVATN

VIMOND NIK BA Bergens Tidende

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Organizers mcb tech .19:



# MEDIA CITY BERGEN: FRIDAY, JUNE 14 - OPEN TO ALL

Media City Bergen  
**Future week:**

**FULL  
PROGRAM**



	Atrium	Restaurant	Atlantis	Media Lab	Vizrt	Mediability
08:00		<b>The Algorithm Driven News Room</b> Breakfast Meeting 08:00-10:00 <a href="#">Sign Up:</a>				
09:00	<b>Citizen Next</b> Kantega, Lær Kidsa Koding, Bouvet 09:00-10:00, Bar Stage			<b>Workshop: Product Discovery</b> Marty Cagan 09:00-17:30 <a href="#">Sign Up:</a>	<b>Graphics &amp; AR</b> - Ludenso - Tenklabs - Bergen Robotics - Rainfall - HVL By Vizrt, 09:00-11:30 <a href="#">Sign Up:</a>	
10:00	<b>The Art of Getting More Users of Digital Content.</b> Siri Antonsen, NRK (NO) 10:00-10:30, Bar Stage.		<b>Workshop: The Powerpoint is Dead. Video/AR for Speakers</b> NCE Media, Vizrt, Mediability 10:00-12:30, Atlantis <a href="#">Sign Up:</a>			
11:00	<b>Media Cluster Relay</b> Mjoll, Vimond, TV 2, El. Friends, Vizrt, Sixty 10:30-11:30, Atrium Stage.					<b>NDI Seminar: Cost Effective Video over IP</b> Rolf Ruud, System Specialist By Mediability 11:00-13:00 <a href="#">Sign Up:</a>
12:00	<b>Podcast Live</b> Sysla: Det vi lever av. 11:30-12:30, Bar Stage (NO)					
	<b>VR and Industry</b> NagellID, 12:45-13:00, Atrium Stage.					
13:00	<b>Podcast Live</b> Tinius Talks 13:00-14:00, Bar Stage (NO)					
14:00	<b>Ten Years of Slow TV</b> Thomas Hellum, NRK 14:00-15:00, Bar Stage (NO)	<b>Design Thinking</b> Knowit 14:00-15:00 (NO)				
15:00	<b>Podcast Live: Future with a Twist</b> Eli Kari Gjengedal og Ingeborg Myhre 15:00-16:00, Bar Stage (NO)					
16:00						
17:00						

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Future Week is brought to you by The Norwegian Media Cluster, with contributions from many different companies, organizations, enthusiasts and pioneers, and with a strong University of Bergen at core. It is organized and run by NCE Media, the Media Cluster Organization. **You can read more about Future Week [here](#).**