

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

## Atrium

## Restaurant

## MCB Media Lab

## University, MCB

08:00	<b>Kickoff</b> 08:00-10:00	<b>Cross Sector Visualization</b> PropTech Meets Media Tech Breakfast Meeting, 08:00-10:00 (NO)		
09:00			<b>Seminar: Storytelling in the Age of Mobile First</b> Mario Garcia 09:00-11:00 <b>Sign Up:</b> ↻	
10:00	<b>Augment Your Reality!</b> Vizrt, Ludenso 10:00-11:00, Atrium Stage			<b>Automating Media Content Production; News Angler</b> 10:00-10:45 ↻
11:00	<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 ↻
12:00	<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 ↻	
13:00	<b>POPUP Stage: Your 10 min. of Fame</b> 13:00-14:00, Atrium Stage			<b>Student Demo</b> 13:00-15:00
14:00	<b>Shaping the Future of Broadcast.</b> Hege Kallestad, Kjell Ove Skarsbø, TV 2, 14:00-14:30, Atrium Stage			↻
15:00	<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	
16:00	<b>A Brief History of Computer Art</b> Anders Norås, Itera 16:00-17:00, Bar Stage ↻			
17:00	<b>CANCELLED: The Eye and I</b> Arne Beck <del>17:00-18:00 Bar Stage</del>			<b>Sign Up:</b> ↻
18:00		<b>Meetup:</b> More info to come		

Media City Bergen  
**Future week:**

**FULL PROGRAM**



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:**

	Atrium	Restaurant	MCB Media Lab	University, MCB
08:00		<b>The AI Impact on Media</b> Breakfast Meeting 08:00-10:00 <b>Sign Up:</b> ↻		
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>Workshop: Build Your Own AR App</b> By Ludenso; 11:30-15:00 <b>Sign Up:</b> ↻	<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) ↻			
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 ↻		
14:00	<b>Meteorological Crowdsourcing</b> YR/NRK, UiB, Scary Weather 14:30-15:30, Bar Stage ↻		<b>Advertising Economy</b> MBL/NCE Media (NO) 14:00-15:00 ↻	
	<b>Future Weather Forecast</b> Fadi Radi, Al Arabiya 15:30-16:00, Bar Stage ↻			
15:00	<b>PlayStation live: Play a Pro</b> 16:00-20:00, Atrium Stage			
16:00			<b>Workshop: Build Your Own Weather Sensor</b> Scott Bremer, UiB 16:00-20:00 <b>Sign Up:</b> ↻	
17:00		<b>Meetup: Lean Startup Circle</b> 17:00-19:00 ↻		
18:00				

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mcb  
tech  
.19

# MEDIA CITY BERGEN: THURSDAY, JUNE 13



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

Venue: MCB Atlantis / MCB Media Lab

- 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.

# ARE YOU FUTURE READY?



## Organizers mcb tech .19:



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



	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 <a href="#">Sign Up:</a>			<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. <a href="#">Sign Up:</a>		<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. <a href="#">Sign Up:</a>						<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. <a href="#">Sign Up:</a>						
13:00	<b>Podcast Live</b> Tinius Talks 13:00-14:00, Bar Stage (NO) <a href="#">Sign Up:</a>						
14:00	<b>Ten Years of Slow TV</b> Thomas Hellum, NRK 14:00-15:00, Bar Stage (NO) <a href="#">Sign Up:</a>	<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) <a href="#">Sign Up:</a>						
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](#).**