HACKTHON PRIZES:

Main prize:

Up to 2 best teams from each field are invited to submit proposals to develop their ideas into prototypes. Selected proposals will be handed contracts worth up to 10,000 euros each, plus an incubation package at DIGIX.

Special prizes:

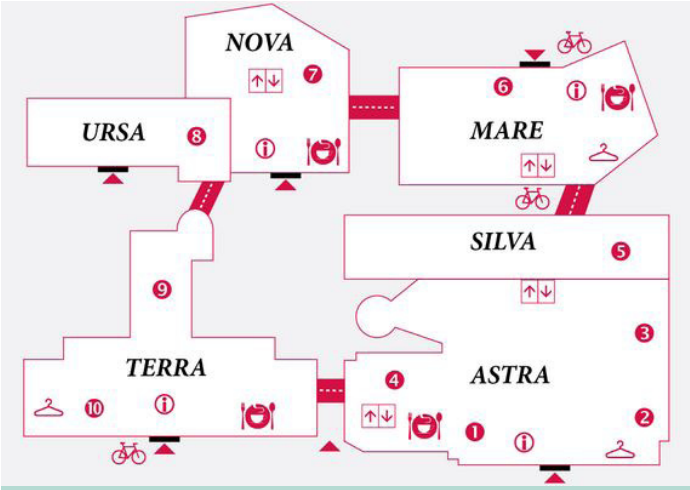
Two tickets to this year's Frankfurt Book Fair by Avita.

A chance to pitch their idea on the main stage of Estonia's largest tourism conference.

Free entrance to the BFM training "Directing. Lightning. Camera."

Find us:
www.crossmotion.org

or on



The conference will take place in
Tallinn University
Baltic Film, Media, Arts and
Communication School
(Narva mnt 25, Tallinn)

Practical information

Registration: Mare building, 2nd floor
Conference: M-218 (Mare building)
Hackathon: Nova building
Final pitches: BFM Cinema (Nova)
Party: tent in front of the Nova building

Transport: Tram no 3 (stop Tallinna Ülikool)
Parking: Pay-Parking next to Mare building (Uus-Sadama 5)

DIGIX DIGITAL CREATIVE MEDIA INCUBATOR
Interreg Baltic Sea Region
EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND
FLAGSHIP
BFM TALLINN UNIVERSITY
TALLINN UNIVERSITY

CROSS motion

Tallinn Conference and Hackathon September 30 - October 1 2016

Program

30 September - Conference

15:00 – 16:00 Registration

16:05 – 16:10 Opening remarks by **Hanno Tomberg**, Enterprise Estonia Chairman of the Board

16:10 – 16:15 Welcome remarks by **Alessandro Nanì**, Cross Motion project manager

16:15 – 16:25 Remarks by Dr. **Indrek Ibrus**, Cross Motion head of research

16:30 – 19:00 Keynote addresses

Prof. **Gunnar Liestøl** (Norway)

Maria Alejandra Lujan Escalante (UK)

Jan Detlefsen (Denmark)

Andres Mellik (Estonia)

Uldis Zarins (Latvia)

Marika Kukkasniemi (Finland)

19:00 – 20:00 Hackathon kick-off, Idea pitching and teams formation.

01 October - Hackathon

08:00 – 09:00 Breakfast

09:00 – 09:20 Kick off speech

09:00 – 11:00 Working in own teams

11:00 – 13:00 1st Mentors' round

13:00 – 14:00 Lunch

14:00 – 17:00 Working in own teams

15:00 – 16:00 Possible second mentors' round (upon team request)

16:30 Deadline to hand in slides for pitches

16:30 – 17:30 Rehersal of pitches in own team

17:30 – 19:00 Idea pitching

19:00 – 20:00 Party – welcome drink and buffet

20:00 – 20:30 Announcement of winners

20.30 – ... Party continues

Cross Motion Tallinn Conference and Hackathon

Conference speakers

Marika Kukkas-niemi, Kokoa Agency

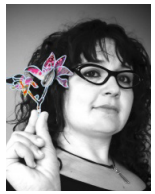
How to design a top-notch digital learning product? Explaining which factors will ensure the educational quality and learning engagement

I'm an ex-teacher and I have experienced how hard it is to find educational application with great pedagogical design. Our company Kokoa has developed own method to evaluate and validate digital learning products. We can help developers to build better educational products and teachers to find them more easily.

Prof. **Gunnar Liestøl, University of Oslo**

Beyond 'Poké-mon Go'. Historical events in mobile augmented reality

'Pokémon Go' is the popular break through for mobile augmented reality on a global scale. The presentation, however, will discuss and demo how it is possible to employ the same technology to reconstruct specific historical events on location and at the same time provide access to background information in online archives and databases.



Maria Alejandra Lujan Escalante, Lancaster University

Transformed by code: from quantifying self to qualifying together

I propose to imagine together designs that go beyond, and open broadly, from "user-led" or "user-centered" approaches to ones that care about differences and that bridge gaps with others - humans and nonhumans. I propose to challenge the big capital 'I' that has monopolized digital markets, public and preprogramed interactions to propose a creative exploration of possibilities of 'togetherness'.

Jan Detlefsen, KIGOP

You Will Never Leave Home Again

Virtual reality is set to play a huge role in both education and tourism as the technology becomes cheaper and more accessible. In this talk Jan Detlefsen explores the current state of VR in both areas and how we might visit different cultures or go to school in the not-so-distant future. Do we even need to leave home?

Andres Mellik, Cognuse

Comprehensive digital health solution for early rehabilitation

The presentation will cover how different media formats are effectively used for screening of clinical complications in the earliest care settings and how various user groups are engaged and driven to mitigate the effects of those complications.

Uldis Zarins, Anatomy next Ltd

Is anatomy only for doctors?

I will tell the story of how we moved from art to anatomy for artists to artistic anatomy then to medical anatomy and will talk about problems and solutions we had.

Hackathon

CROSS motion

The hackathon will run in three tracks:
Health
Education
Tourism

Mentors:
Anders Jepsen
Uldis Zarins
Sara Ponnert
Olli Vallo
Hendrik Väli
Antti Rammo
Ave Pill

Jury:
Uldis Zarins
Marika Kukkasniemi
Jan Detlefsen
Sara Ponnert
Rene Toompuu