



In collaboration with Eyebeam,
pQubd proudly presents:

pQubd NYC

Creativity Unleashed

The Leading Conference On
Phones, Photography & Profits

pQubd NYC @ Eyebeam
Chelsea NYC, NY
October 14-16 2013

About the Event

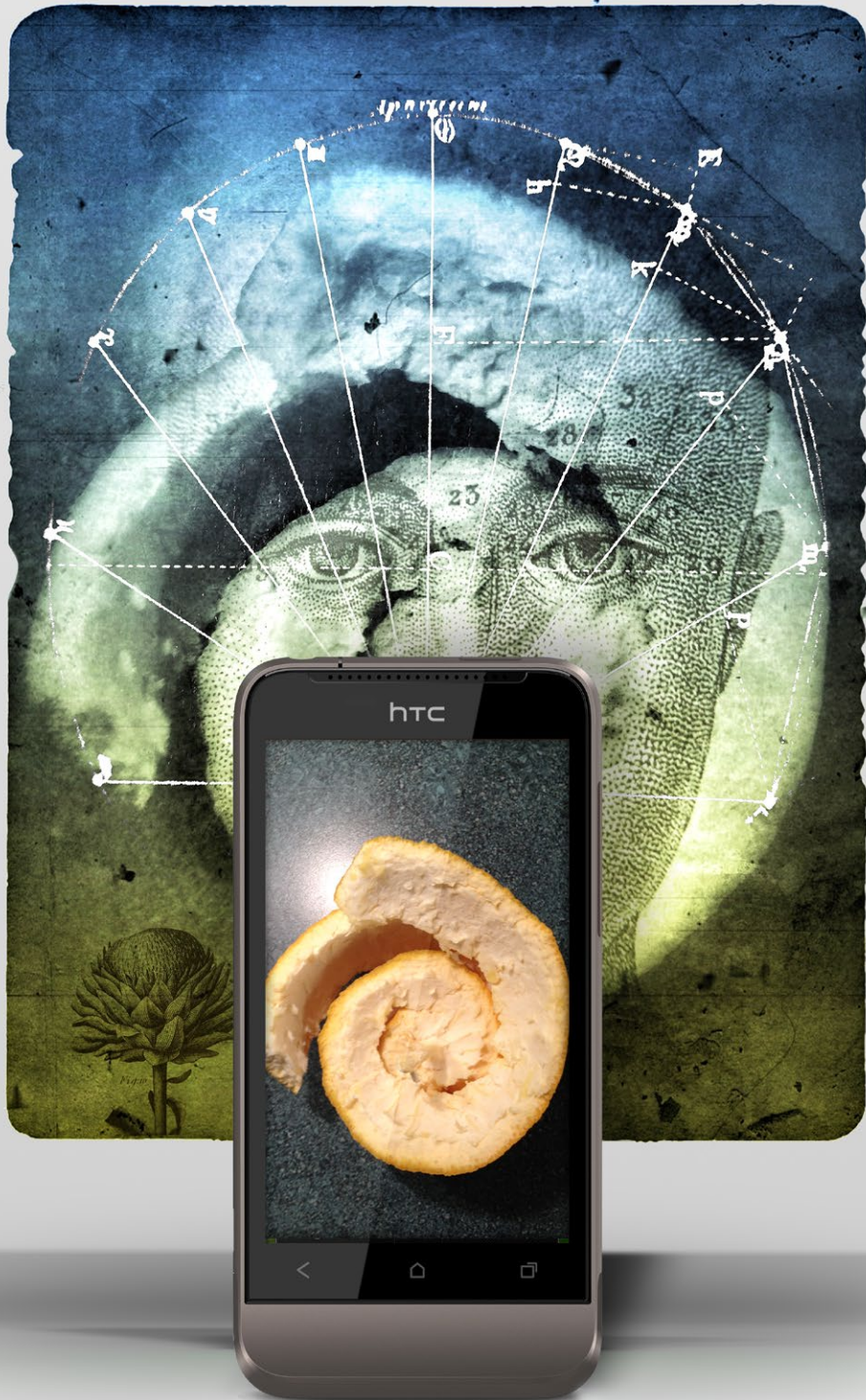
pQubd is a multiday celebration of the profound socio-economic impact of camera enabled mobile devices. These connected image sensors, and related technologies from QR codes and watermarks to image recognition, augmented reality and wearable computing, have spawned a bountiful array of products and services for creating, consuming and monetizing mobile photos and videos.

The ability to foster creative expression through mobility has mesmerized the public and piqued the interest of some of the world's most renowned creatives, service providers, and marketers. This phenomenon is attracting investments, seeding new fields of study, and instigating new intellectual property laws and regulations. From fine art

and photo-journalism, to education, marketing, medical and public services, the connected camera is enabling innovation in every conceivable vertical, forever revolutionizing the way we communicate and exchange on a global scale.

This first-of-its-kind gathering will illustrate the magnitude and reach of these new media by joining together innovators, influencers, and stakeholders ranging from artists, designers, gamers, publishers, broadcasters, filmmakers, technologists, and academics to brands, marketers, retailers, lawyers, analysts and investors.





About Eyebeam

Founded in 1997, Eyebeam was conceived as a non-profit art and technology center. This one of a kind center provides a fertile context and state-of-the-art tools for digital research and experimentation. It is a lively incubator of creativity and thought, where artists and technologists actively engage with culture, addressing the issues and concerns of our time. Eyebeam challenges convention, celebrates the hack, educates the next generation, encourages collaboration, freely offers its contributions to the community, and invites the public to share in a spirit of openness: open source, open content and open distribution.

Since its inception, Eyebeam has supported some 245 fellowships and residencies for artists and creative technologists; they run an active education program for youth, artists' professional development and community outreach; and have mounted an extensive series of public programs. They produce approximately 4 exhibitions and 40 workshops, performances, and events annually. Supporters of Eyebeam include:

Foundations:

- Andrew W. Mellon Foundation
- Andy Warhol Foundation for The Arts
- National Endowment for The Arts
- Atlantic Foundation
- Jerome Foundation
- New York Community Trust
- New York State Council on The Arts
- Pacific Foundation
- Rockefeller Foundation
- Rodney L. White Foundation

Government:

- Manhattan Borough President Office
- NYC Department of Cultural Affairs
- New York Council For the Humanities

Organizations:

- Art Dealers Association
- Society of American Archivists

Corporations:

- O'Reilly Media
- MakerBot
- Time Warner

Advisors & Invited Speakers Include:

Jed Alpert: CEO, Mobile Commons, Member, Board of Directors, EyeBeam

Nicholas Negroponte: Author, Founder, Chairman Emeritus, MIT Media Lab

Seth Pinsky: President, New York City Economic Development Corporation

Giles Clark: World Famous Photographer

Dan Marcolina: Renowned Designer/ Photographer & Digital Media Author

David Karp: Founder & CEO, Tumblr

Francis Bitonti: Founder/Director, Francis Bitonti Studio

David Pogue: Technology Columnist, The New York Times

Cheni Yerushalmi: Founder Sunshine Suites, Sunshine Bronx Business Incubator

Walter Mosseberg: Technology Columnist, The Wall Street Journal

Quentin Bajac: Curator of Photography, MoMA

Murray Slovick: Famed Journalist

Anthony Aziz: Renowned Visual Artist

Jon Patricof: COO, Member Board of Directors, Tribeca Enterprises

Knox Bronson: Founder & Curator, pixelsatanexhibition.com

Andrew Bud: Founder & CEO iProov, MEF Chairman & Non-Exec Director

Katrin Eismann: Photoshop Diva

Jack Hollingsworth: World Renowned Photographer

Dr. John Puterbaugh: Founder & CEO, Nellymoser, A division of Gruner + Jahr

Bradley Rothenberg: Architect, SAMS NYC

Carl Taylor: Mobile Guru and Industry Insider

Ralph Simon: CEO, Mobilium, Founder and Chairman Emeritus, MEF

Ted Cohen: Managing Partner, TAG Strategic LLC

Michael Becker: Author, Managing Director NA, Mobile Marketing Association

Dr. Taj Ahmad: COO, Waraire-Boswell Fashion House

Ori Inbar: Co-Founder & CEO, Augmented Reality.ORG

John Ousby: Photographer, Radio Professional & Connected Device Guru

Hugh Garry: Digital Storyteller, Storythings

Laurie Mirsky: President & Founder, 3DPhacktory

John Suytak: Executive VP, Digital Development Management (DDM)

Abdel Monim Idrissi: Managing Director Kamar, Ltd.

Adam J. Grill: CEO, Group President, Odyssey Group

Helen Keegan: Founder, Heroes Of The Mobile Fringe Festival

Tony Sklar: Producer and Host, BnetTV

Many others to be announced...



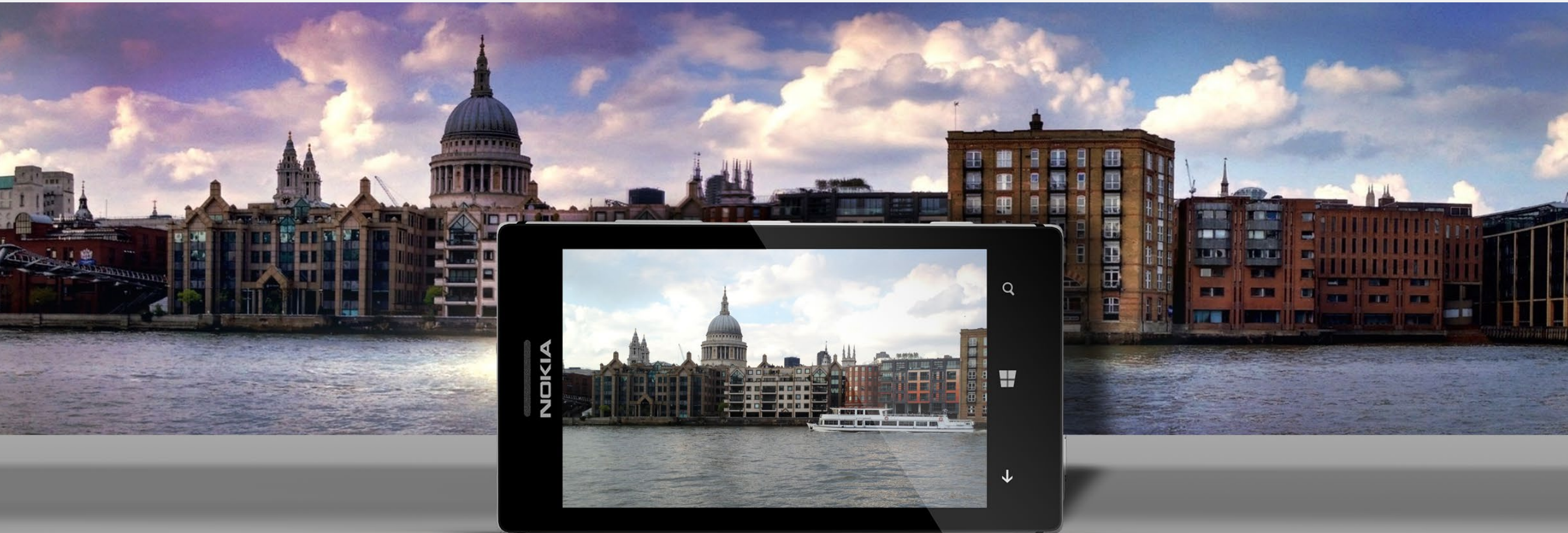
Objective

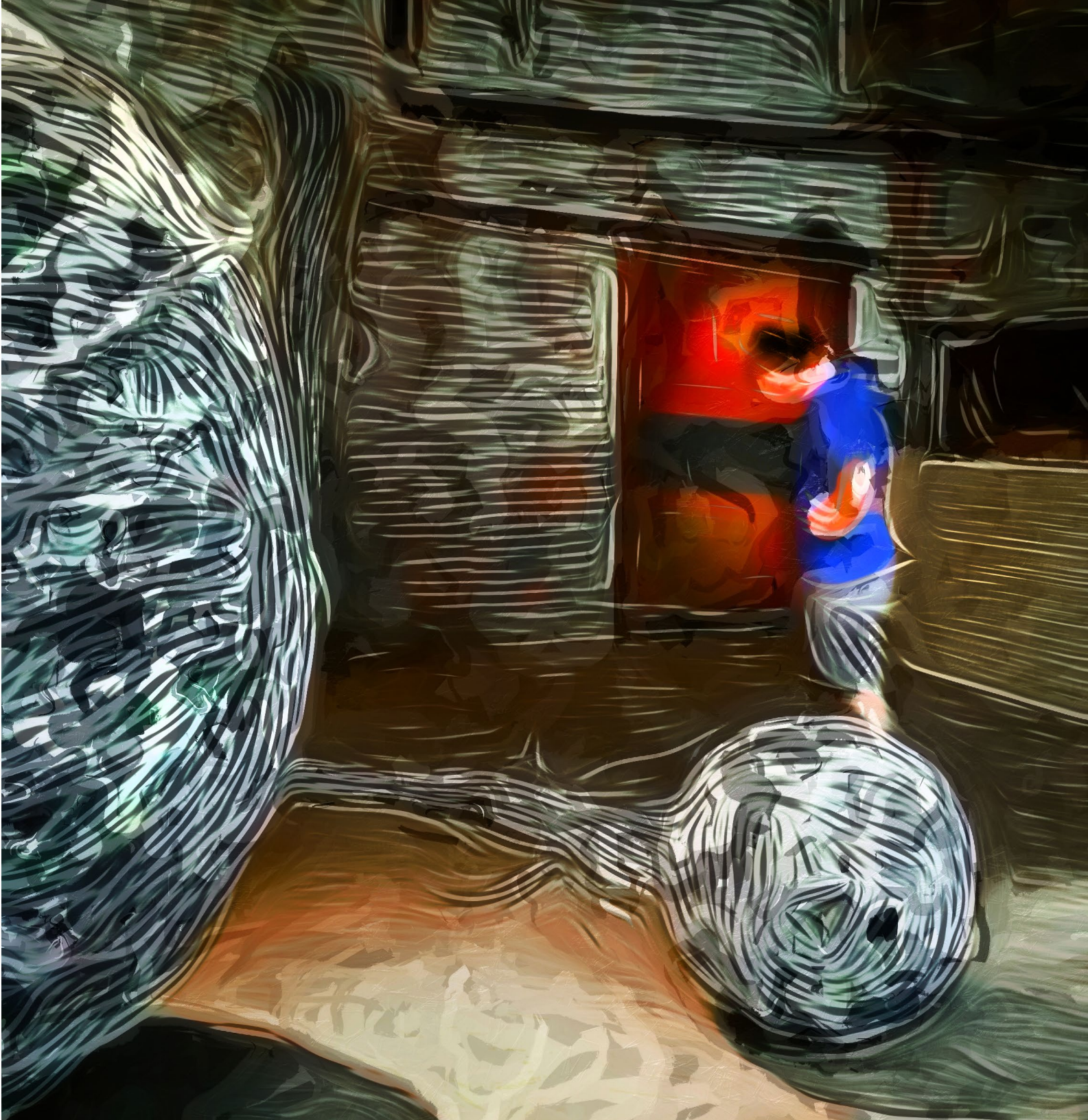
The primary objective of this conference is to provoke thoughtful ideas and create a forum where pQubd participants, speakers and attendees can jointly discuss, experience and engage in the rapidly changing landscape of mobile imagery creation, dissemination and profit generation. pQubd commits to:

- 1 Raise awareness to what technology is available today
- 2 Highlight innovations and near future implications
- 3 Unveil hidden opportunities and potential collaborations
- 4 Raise awareness to the socio-economic/ethical implications of the technology
- 5 Acknowledge innovators and market leaders
- 6 Cross industry collaborations and ongoing learning and best practices
- 7 The unanticipated, unplanned excitement & business that will simply happen!

Conference Format

pQubd is not your typical conference, it is an experience. Framed with thought provoking keynotes and panel discussions, the event will feature art installations showcasing the richness of the mobile platform and its output mediums from the traditional to 3D printed. Together with highly interactive demos, hands-on workshops and master classes, the conference will provide attendees with ongoing networking activities throughout the day and into the night. Participants will have fun while exploring new technological, cultural and commercial opportunities in the style and spirit of New York City.





Target Audience

Your sponsorship/participation exposes your organization to a diversified audience of attendees. PQubd, will bring together creators, buyers, investors, advertisers, influencers, connectors, lawyers, deal makers, opinion shapers, marketers, educators, fashionistas, technologists, art collectors, diger-atis, and press in the 'media capital of the world' – New York City.

Areas of Focus

Mobile photography and art: creation, dissemination & monetization

Photojournalism & storytelling

Related technologies & their uses from QR codes to Augmented Reality and from entertainment to publishing

Investment opportunities, applicable laws, and new regulations

Tools, gadgets, and gizmos

Into tomorrow: inside university research labs

Awards and artist recognition



pQubd NYC
Creativity Unleashed

pQubd Executive Producers:

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